

ARCH - 1951

REFRIGERATING CO., Inc.  
FIFTY CENTS

# ELECTRICAL MERCHANDISING

*Space-Saver...*

Today's refrigerator gives the housewife twice the food storage space, but takes no more room than the old box — the biggest selling point in modern design.

# Apex MARCH MEMO

TO: Apex Dealers

SUBJECT: Spring Cleaner Promotion

Spring housecleaning time — the peak vacuum cleaner sales period — is here! The Apex 1951 line of home cleaners gives you the top opportunity for profits — with extra features unmatched by any other line: Exclusive Apex Disposable Paper Dust Bag, 11-piece deluxe cleaning tool set, superior styling.

Ask your distributor about the result-getting Silver Dollar Promotion plan — feature Apex cleaners in your window — plan now to clean up on cleaner profits this spring!

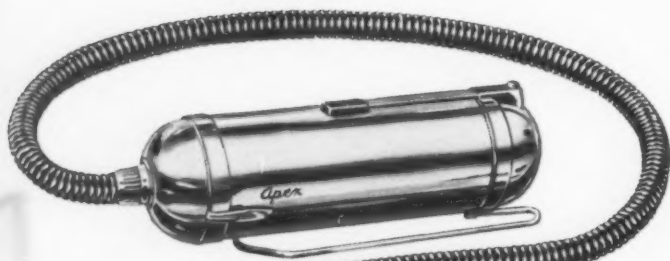
*W. C. Scott*  
Vice-President

Feature for feature

# APEX

## HOME CLEANERS

give your customers  
**MORE VALUE!**



**MODEL 640**—Cylinder Type Home Cleaner featuring the Apex Disposable Paper Dust Bag. Collar of bag slips over end bell with air-tight fit. Packages the dirt picked up by efficient Apex tools and Apex Super-Suction.



**MODEL 5400**—Upright Type Home Cleaner. Beauty combined with unusual cleaning efficiency. Apex suction plus rotating brush gets all the dirt. You can offer top quality at moderate price with these selling features: Apex belt-lifting coupler for easiest attachment of tools; swivel adapter; lock-tight construction of wands and tools. One demonstration sells!

The new Model 640 cylinder type cleaner—the finest in 40 years of Apex cleaner manufacturing—supplies 3-way proof of value leadership . . .

- 1. NEW BEAUTY**—deluxe all-chrome finish really attracts buyers.
- 2. NEW CONVENIENCE**—as only the new Apex Disposable Dust Bag can supply it! It "packages the dirt," simplifies emptying cleaner. Also—new permanent Washable Air Filter for added convenience—an extra sales-closing feature.
- 3. NEW PERFORMANCE**—supplied by the finest set of cleaning tools you can offer. Complete set of 11 tools performs 64 household cleaning functions!

### March—the month to feature, display, promote APEX WASH-A-MATIC and APEX AUTOMATIC CLOTHES DRYERS



Show your customers how the Apex laundry twosome can lighten their wash-day burden. Emphasize the work-saving advantages of the Apex WASH-A-MATIC. Show them how the Bouncing Basket gets clothes really clean. Changeable spring weather helps sell automatic dryers. Demonstrate the new gas and electric models to convince customers that here is 100% automatic clothes drying without work or weather worries.



# Apex

## HOUR-SAVING APPLIANCES

THE APEX ELECTRICAL MANUFACTURING COMPANY  
CLEVELAND 10, OHIO







### The Cover . . .

The unsung heroes of the appliance business are the research engineers who are constantly at work improving the design, performance and value of the products we sell. A case in point is the modern refrigerator design which literally doubles the storage space of previous 6 cu. ft. models with no increase in floor space occupied by the cabinet.

Kodachrome by Dave Rosenfeld



### ELECTRICAL MERCHANDISING

March, 1951

Vol. 83, No. 3

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# ELECTRICAL MERCHANDISING

Vol. 83

No. 3

A McGRAW-HILL PUBLICATION

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INTERNATIONAL COVERAGE BY



# TALK ABOUT

## NEW 1951

THE ONLY REFRIGERATOR THAT  
**COUNTS**



Only the FROST-FREE Westinghouse COUNTS door openings . . . automatically defrosts itself after the sixtieth one . . . automatically evaporates the frost water . . . and does it all so FAST even ice cream stays HARD.

**WESTINGHOUSE FROST-FREE COUNTS WITH RETAILERS, TOO, BECAUSE . . .**

- 1** It's easy to demonstrate . . . easy to sell! Tried and proved in tens of thousands of homes . . . it's presold by Mrs. "Next Door" to thousands of prospects.
- 2** It's easy to install . . . there's nothing to set—no adjustments to make.
- 3** Its simple, foolproof automatic defrosting system means minimum service problems . . . more satisfied customers.
- 4** Best of all, FROST-FREE lives up to its "No Defrosting" claims. It's the world's first completely automatic refrigerator.

**3 Great New FROST-FREE Models Available**

REFRIGERATOR

DISHWASHER

CLEANER

IRON

ELECTRIC SHEET

ROASTER OVEN

FAN

WATER HEATER



# SMASH HITS!

## Westinghouse **FROST-FREE**

### *Sensation of the Winter Markets...*

Dealers... buyers... salesmen... homemakers, too! Everybody's talking about the sensation of the winter markets—the refrigerator that's making appliance history—the great new 1951 Westinghouse FROST-FREE!

It's winning new praise... new laurels... everywhere it's shown... because FROST-FREE is the first and finest answer to the housewife's prayer for a refrigerator that does everything, *automatically*.

In addition to FROST-FREE, Westinghouse retailers have a star-studded line of COLDER COLD Refrigerators to offer... a line that doesn't miss a trick in styling, features, convenience and all-round refrigerator value.

Add it all up, and you'll see why more and more people are saying, "For 1951, it's Westinghouse all the way in refrigerators!"

\*T.M.

### WITH **FROST-FREE** AS THE PACEMAKER, WESTINGHOUSE RETAILERS HAVE THE YEAR'S MOST WANTED LINE!

And it's a line that's backed by a powerful national advertising and merchandising program... full color ads in leading national magazines, ads in leading newspapers, live demonstrations on television... coupled with colorful, effective literature, demonstration and display material... and a host of other selling helps.

WESTINGHOUSE ELECTRIC CORPORATION  
Electric Appliance Division • Mansfield, Ohio

See The New 1951 FROST-FREE Demonstrated  
on TV's Top Dramatic Show. Tune in  
Westinghouse "STUDIO ONE"... Every Week

YOU CAN BE SURE...IF IT'S  
**Westinghouse**

...of course, it's electric!

TOASTER



WASTE-AWAY



RANGE



ELECTRIC GRIDDLE



MIXER



LAUNDROMAT



HOME FREEZER





*Permaglas* makes 1951 your year for  
MORE electric water heater sales!

**NOW-**

# Permaglas costs no more

**THAN ORDINARY WATER HEATERS!**

**Think what this means to YOU!**

Every prospect for an automatic water heater can now afford *Permaglas* because it COSTS NO MORE than an ordinary water heater! Mass production savings make this possible. More than a million water heaters have been shipped from A.O. Smith's huge Kankakee Works. Such popularity now pays off in new profit opportunities for you—with *Permaglas* models and sizes to fit every customer's budget and hot water need!

**Outsells because it outfeatures!**

These features add up to MORE "sell." The famous glass-surfaced steel tank that can't rust because GLASS CAN'T RUST! *Ceramitron* Construction—new *Permaglas* exclusive—assures positive protection of glass-surfaced steel tanks against attack by all corrosive waters! High limit control . . . an extra safety protection . . . standard equipment on all *Permaglas* models. *Permaglas* is the electric water heater that can be demonstrated! All these features make *Permaglas* easier to sell.

In 1950, A.O. Smith led all manufacturers in volume of national consumer water heater advertising! And MORE powerful national advertising is about to break the big 1951 *Permaglas* news to your customers and prospects. Make it mean Big Business to you!

Send for free Don Herold book on New  
PERMAGLAS CERAMITRON Construction—  
and PERMAGLAS Profit Opportunities!



A.O. Smith Corporation  
Water Heater Division, Dept. EM-351  
Kankakee, Illinois

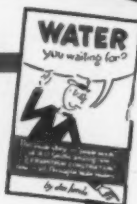
Send me, FREE, a copy of Don Herold's new book  
on *Ceramitron* Construction and facts about the new  
*Permaglas* sales opportunities in 1951.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## A.O. Smith

**AUTOMATIC WATER HEATERS**

Boston 16 • Chicago 4 • Dallas 2 • Denver 2 • Detroit 2 • Houston 3  
Los Angeles 12 • Midland 3, Texas • Milwaukee 2 • New York 17  
Philadelphia 3 • Phoenix • Pittsburgh 19 • Salt Lake City 1  
San Diego 1 • San Francisco 4 • Seattle 1 • Tulsa 3  
Washington 6, D.C. • International Division: Milwaukee 1  
Licensee in Canada: John Inglis Co., Ltd.

# The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

## The East



By ROBERT W. ARMSTRONG

THE year just past may have been the greatest in this industry's history, but if 1951 were permitted to continue at the sales level of January—which it won't—it would set an incredible record. Retailers all over the East reported that sales for the first month of the year were well above 1950 figures and early in February they got assurance that demand, if not supply, would stay at stratospheric levels when Secretary of the Treasury Snyder threw a scare into consumers with a request for a 25 percent excise tax on radio, TV and appliances.

**Inventory Relief.** Even at the time it was made it was obvious that Mr. Snyder's request, if it became law, would be a bitter pill for the industry, but it had one salutary feature—it might help merchants get rid of the TV overstocks they had built up in premature anticipation of a shortage. Most eastern dealers were unable during January to find enough automatic washers, dryers, freezers and two-temperature refrigerators to meet the demand, let alone build reserve stocks, but they had found plenty of television merchandise and not enough buyers. Result: their capital was tied up in video and they couldn't pry enough of it loose to really scramble for hard-to-get white goods. So, obviously, many were selling TV at something less than list price in order to get enough cash on hand to keep the doors open and appliance merchandise coming in. But Mr. Snyder's remarks might help. Not right away, perhaps, because the consuming public is not totally unaware of governmental pulling and hauling over legislative matters and it might be three or more months before any real action would be taken. But if and when the new

25 percent tax looks probable it could well start a run on TV stocks.

**Too Much TV?** At this writing it looks as if the television industry will build a lot more sets in 1951 than it did when controls were first announced. Then the industry was scared, made dire predictions of little or no production after the second quarter. Now that manufacturers have stopped breathing so hard and taken a second look at what they can do with what they can get, the picture isn't so depressing. A responsible spokesman told this column that under present control restrictions and using present materials and circuit designs the television industry can turn out close to 3½-million sets this year. But, he added, by simplifying those designs and stretching materials (with, of course, some deterioration of quality) the industry can make close to 4.8-million units. Both of these figures are better than 1949 output and, in view of sky-rocketing saturation in reception areas, may well be all that the industry can sell. Bridgeport, Conn., for example, is 55 miles outside New York City, a definite fringe area. Yet the city's United Illuminating Co. has reported a 50 percent TV saturation—which means that the easy sales are gone. What's left are the die-hards, the uninterested and the economically doubtful prospects. If the proposed tax on TV goes through it will make sales even tougher. Meanwhile, dealers who bought too much may have a golden opportunity to unload and still retain the chance to stock up again before the supply really gets tight or the quality really declines.

**January in Washington.** Seven firms in Washington, D. C., report unanimously that January was better than they believed possible. First three weeks of the month hit the high water mark, then sales fell off somewhat. As in other sections of the East, automatic washers, two-door refrigerators and freezers were the sales standouts, but, unlike some other areas, four firms had better than good TV volume and one even reported that television sales were double January of 1950. Radio sales also were good, and, among small appliances, irons were the leaders. Fans and clocks, according to one distributor, sold so rapidly in the last weeks of the month that a good inventory was all but wiped out. A better electric range city than many in the East, Washington has had a difficult time getting enough units to keep pace with a strong demand.

**Foresight in Philadelphia.** As early as February air conditioner sales were strong in Philadelphia, according to one major distributor there who reports that demand is far stronger than in 1950. This same wholesaler, attempting to run a promotion on electric water heaters, discovered that two or three retailers wanted to buy his entire supply.

With respect to TV, the picture was not so sanguine. Many of this firm's dealers were overstocked on sets and also on small appliances. As in other parts of the East, dealers are taking trade-ins on television, can't get enough big refrigerators and automatic washers.

A Philadelphia dealer, formerly employing an aggressive outside sales force, has been forced by Regulation W to abandon it and, in consequence, suffered a 20 percent drop in overall volume in January. "Saturation," says he, "has hurt TV sales. People want to put their money into something more durable and necessary. They are very choosy and are already questioning us closely about the use of substitute materials in the appliances they consider."

**Caution on Long Island.** This same choosiness on the part of consumers was evident on Long Island where prospects were still insisting on comparing models and prices before committing themselves even on scarce items like automatic washers, freezers, dishwashers, and dryers. And dealers were in the anomalous position of trying to sell people scarce appliances while at the same time seeking more stocks. Video sales were good, concentrating on the lower priced and 17" models, but stocks were so large and distributors were so energetically promoting "deals" that dealers were beginning to wonder if the ballyhoo on approaching shortages wasn't a little premature.

Perhaps more than in other less ruggedly competitive sections of the East, Long Island and New York City dealers were squeezed by over-large and unbalanced inventories on one side and a shortage of working capital and future supply deficiencies on the other.

**Consistent Buying in Buffalo.** One Buffalo, N. Y., dealer reports that although January business was better than last year, "Buying is consistent, but not necessarily of the scare type. Television is very good but white goods are making the best showing. Small radios are selling well. Business during the first six months looks good, but after that supplies will be a problem." Another store in the same area hasn't

found TV business so good, but calls ranges and refrigerators "active." Like many other merchants, this dealer wonders if video has reached a saturation point marking the end of easy sales. Another dealer reports that "The trend is away from TV as necessities gain over luxuries." In general, Buffalo dealers found their best January sales in automatic washers, freezers, ironers, ranges and dryers.

Even ironers have benefitted considerably in the general increase in white goods sales among eastern merchants. One White Plains, N. Y., retailer explains it by saying that six or seven recent purchasers all stated that they were afraid that under a war economy they would lose their laundresses and were determined that, if they had to do their own ironing, they were going to do it the easiest possible way. His inventory is fairly good, but he, like every other dealer, can't get exactly what he wants and is afraid not to take his full allocation for fear that he will be passed over the next month. So, he sells the seven cubic foot refrigerators and wringer washers at 20 percent off and has a waiting list at full price for two-temperature boxes and automatic washers.

Another White Plains dealer who puts heavy emphasis on TV has about double his usual inventory, but can't get enough white goods. On the former he gives discounts "to meet competition" and on the latter he still accepts trade-ins because "it eliminates discounts."

**New England Security.** Up in New England they don't call the unusually heavy January business scare buying. It's "security buying." As one Malden, Mass., dealer describes it, "It's a long view of possible supply conditions. I got three orders a day ago, each for a refrigerator, washer and vacuum cleaner, each from a local business man for his prospective home needs. We sold about 40 percent more white goods this January than a year ago."

**Dealer Outlook.** "If you don't like the weather," goes an old New England saying, "wait a minute." The same might also be said of the appliance merchandising climate. Since World War II it has managed to change often, unpredictably and unexpectedly. Now one respected prophet of the industry has been quoted as saying that "20 percent of the nation's dealers will go out of business this year." Certainly, their problems are acute. At the moment they have too big an inventory of some items, not enough of others. On the one hand they  
(Continued on next page)

YOU CAN BUILD

# new traffic new volume new profits

WITH **Oster** ELECTRIC HOUSEWARES

Growing demand for OSTER Electric Housewares means lasting extra business for you. Each OSTER product has its powerful selling story...each is a wanted household help, an attractive practical gift as well.

OSTER Electric Housewares are consistently advertised in LIFE, SATURDAY EVENING POST, and GOOD HOUSEKEEPING.



**Osterett**  
MADE BY OSTER

## 2-BEATER PORTABLE ELECTRIC MIXER

OSTERETT has more power per pound than any mixer in the world. No other mixer is so handy, so powerful, and so easy to use for every food mixing job. Very light weight—fits the natural grip of your hand.

MIXES  
MASHES  
CREAMS  
WHIPS  
BEATS



**Osterizer**  
The Original  
Liquefier and Blender

Only OSTERIZER has the leakproof container that opens at both ends. Easy to clean, easy to empty. Removable container base also fits standard Mason jar. Exclusively recommended by Gaylord Hauser, famous food authority and author.



## Massage Instrument

The only massage instrument that gives real Swedish-type massage. Exclusive Suspended Motor Action delivers thousands of rotating-patting movements per minute to fingertips. Two models available: STM-U-LAX, Junior and SCIENTIFIC Massage Modality.



**Oster**

## Airjet Hair Dryer

America's most beautiful hair dryer. Exclusive, efficient jet design. Very lightweight, easy to use—hold in hand, stand on table, tilt to any angle. Powerful motor speeds hot or cool air flow.



**Oster**

## Double-Action Electric Knife Sharpener

Sharpens both sides of blade at once, no skill required. Gives factory-sharp hollow-ground edge. Sharpens any knife, easily and instantly.



**Oster**

## Hand Hair Clippers

A complete line of hand hair clippers for human and animal use. Recognized the world over for quality.



**Oster**

## Electric Hair Clippers

OSTER is the world's most famous name for electric hair clippers. Always finest craftsmanship and materials. A model for every job, human and animal use.

YOU'LL DO BETTER  
WITH ALL

**Oster**  
GUARANTEED QUALITY

ELECTRIC HOUSEWARES

JOHN OSTER MANUFACTURING CO.  
RACINE, WISCONSIN

## THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 5

have a big demand, but on the other they are faced with both future scarcities and lessened demand because of higher taxes. If past experience means anything, it will be the dealers with ample working capital and established service organizations who will best weather the storms ahead.

solecism factor was needed to give a boost to sales. To go off half-cocked on color in an infant market was the height of folly.

**Spotlight on Manufacturers.** Because manufacturing has taken the ball away from retailing for the moment, what that crowd said at the January markets may be of interest. It appeared that government stockpiling cut them short, and left them with no place to go but to government contracts. These have not been forthcoming in proper quantities.

One of the things that puzzled some manufacturers at the January show was the way other firms were bidding for government orders at almost less than cost. These corporations are caught without raw materials to make civilian goods, and without government contracts to help them keep their employees on the payroll.

As one big electrical firm executive said, "We don't care whether we manufacture appliances or turbo jet engines. The main thing is to keep our employee body intact and not have them taking off to other jobs".

The time honored carnival seems to be clicking down in Indiana. Down in Rockville the Park County Maytag Co. sponsored a carnival recently at the new Rockville gym. Even with adverse weather conditions the attendance was 2,200 in a town of 2,208. The idea, which was promulgated by the Capital Paper Co. of Indianapolis, worked again in Delphi. Appliance sales as a result were \$1,892.

**Appliances or Sidelines?** As this is written, dealers in the Middle West are undecided as to whether to stockpile merchandise or to diversify into other, non-scarce lines. Up to the prize freeze, there was a chance of appreciation in value.

Now, as a distributor from Grand Rapids says, if you make money the government takes it, if you take a loss you take it alone. However, those who remember the war period will recollect that there are ways of charging for deliveries, for carrying things up into apartments, for service calls which formerly were gratuitous, which are quite in order.

At the NARDA meeting in Chicago, the first manufacturer's representative had his ears pinned back by a question on parts. The trade had a decidedly sour taste left in its mouth during the last war by the inability to obtain repair parts. Some firms set up a special department to manufacture stuff as needed, and avoid the production line setup which so delayed delivery. Some manufacturers resent setting aside parts because they are component pieces of finished merchandise. C. M. Davidson of Miami, Fla., advised dealers to get the parts in on their own premises and all they can handle, and not even trust the distributor at the present moment.

The appliance business is in the lap of the gods but this column is inclined to go along with an old veteran who says, "You boys are going to do a pretty normal year."

(Continued on page 8)

## The Midwest



By TOM F. BLACKBURN

AS this is written, it is too early to see what effect the freeze on prices and wages is going to have on the appliance business.

So many things have happened, such as Regulation W, the rise in prices, and the five percent jump in the cost of living since the war started in Korea. However, apparently the thing is jelling, because Harry Alter, the Chicago distributor, observed that the excessive inventories on television carried over from last fall are now reduced to the point where dealers are buying again in substantial quantities. He says that while no acute shortage of television sets is expected for several months, the market is strong, and prices certainly will not recede and designs are unchanged. Television is starting 1951 in a decidedly stabilized condition.

At the winter markets there was noted a scarcity of refrigerators, washers and ironers, and Jim Newcomb of Westinghouse commented that some material might be shunted from electric housewares to make the more needed types.

This department was fortunate in having a talk with one of the top manufacturers the other day and his comment was to the effect that color television at the present moment is a dead duck. However, the effect of the controversy lingers on in the demand for smaller sets. Families who formerly would buy a high priced "entertainment center" now purchase a small set, with the idea of waiting and seeing what will happen in television set evolution within the next two years, meaning color. The television controversy was one of the silliest things ever begun, according to W. A. Blees of Crosley. He commented that he had driven a Dynaflo automobile 15 years ago, but that it was not introduced to the trade until some ob-



# PERFORMANCE IS WHAT COUNTS!

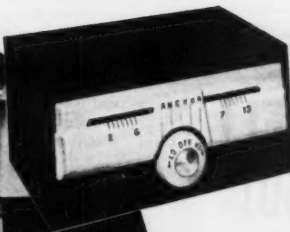
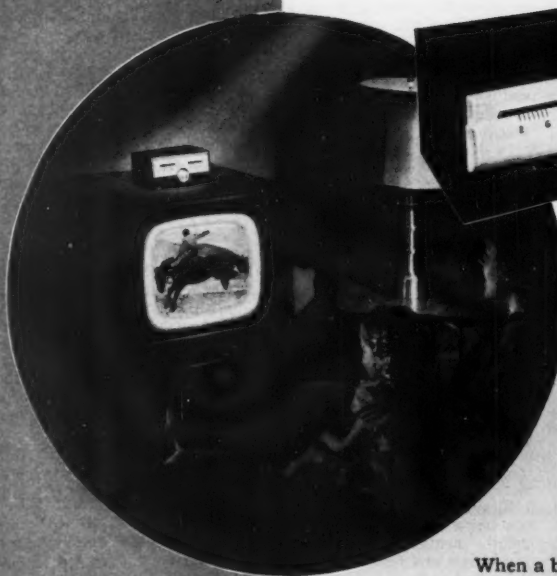
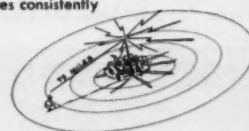
## ANCHOR'S

superiority of performance  
*remains unchallenged!*



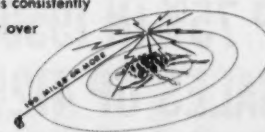
### THE ANCHOR *Suburbanite*

Single-Stage Booster—for low signal areas in or near cities. Assures consistently good reception up to 75 miles.



### THE ANCHOR *Granger*

Two-Stage Booster—recommended for distant rural areas. Assures consistently good reception for over 100 miles.



Despite critical material shortages, Anchor not only is offering the same high quality standards so widely hailed by the TV set industry, itself, but it is still making as many boosters as a year ago. To meet the current unprecedented demand, however, Anchor would have to expand, which is naturally not possible now! Therefore they have had to institute a very strict allocating system. No preference on deliveries to anyone has been or ever will be practiced.

When a booster is needed to complete a perfect installation, Anchor's outstanding performance under all conditions has made it the first choice of those who buy and sell. So always buy the *best*—first!



ANCHOR ENGINEERING ALWAYS A YEAR AHEAD!

### ANCHOR RADIO CORP.

2215 SOUTH ST. LOUIS AVENUE • CHICAGO 23, ILLINOIS

## HEAVY APPLIANCE DELIVERY Made Safer, Easier with a CEMCO Hydraulic-Lift TAILGATE



This hydraulic operated tailgate will lift up to 2,000 pounds easily and economically. Can be mounted on most any truck from  $\frac{1}{2}$  ton on up—new or old. There's a CEMCO dealer near you.

Write for additional information!

**CEMCO INDUSTRIES, INC.,**  
GALION, OHIO

## ROOM AIR CONDITIONER SALES UP 75% IN 1950-MITCHELL SALES UP 412% IN 1950!

### HERE'S WHY

#### 3 BIG SELLING FEATURES

- Dyna-Cooler
- Turbo-Dryer
- Air Scoop

Longest Margins for  
Biggest Earnings

Acclaimed Everywhere  
the World's Finest

Ride the MITCHELL selling wave in 1951, with these exclusive advantages. Get set right now for profits—write today for complete details on the money-making MITCHELL dealership.

**MITCHELL MFG. COMPANY**  
Chicago 14, Illinois  
Makers of the World's Finest  
Room Air Conditioners



**MITCHELL is better than ever in '51!**  
get your share of this big volume business

WRITE FOR THE PROFIT FACTS

**ACT  
NOW**

**MITCHELL MFG. COMPANY**  
2527 N. Clybourn Ave., Chicago 14, Ill.

Send me all the facts and quote me dealer prices at once on MITCHELL Room Air Conditioners

Dealer's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

By \_\_\_\_\_

## THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 6

### The South



By AMASA B. WINDHAM

**D**OWN in the southern area the appliance and radio picture can be summed up in three words: Business is phenomenal.

"This is the first time that I can remember when there was little or no post-holiday slump," a dealer in Miami, Fla., told this reporter. "Why, on the day after Christmas, we sold five television sets!"

It was like that almost everywhere. January sales of standard items such as refrigerators, ranges and washing machines were considerably higher than the 1950 mark in Louisville, Atlanta, Birmingham, Dallas, Charlotte and Houston, according to telephone interviews with top dealers in each of these cities. Personal chats with dealers and wholesalers along the east coast revealed that the same happy situation existed.

In North Carolina and Tennessee, electric water heaters were reaching high sales figures, while sales of this item were steady in other areas. Home freezer sales were very good, with Louisiana a leader in the field. New appliances seemed to be doing very well. Clothes dryers are catching on fine and sales are noticeably good. From Florida to Louisiana, the deep South seems to be going for electric blankets more and more. Sales of the electric heat pump are increasing steadily but there is still plenty of room left for sales among residential customers. Among the newer electric housewares, deep fat fryers and blenders were getting more attention.

Many reasons were given for the continuing boom, the most frequently mentioned being the prospect of war and resulting shortages. It seemed to be a case of buy now while you can get it. Other factors mentioned included a heavy increase in employment, better wages and stepped-up sales campaigns by dealers.

**Facts vs. Predictions.** The facts of buying were simply belying the predictions of the experts in recent months. It had been pointed out that dealers were really going to have to sell in 1951 because of the increasing threats to the status quo. Credit restrictions were supposed to hurt badly; unemployment as a result of the changeover to defense

production, depleted savings accounts as a result of increased taxes, and other factors were named. These factors are definitely not to be discounted for the future, but at this writing, the market is contrary to all prediction, and apparently nobody can say when and if the break will come.

The service forces accounted for a lot of the buying. A dealer who operates near Maxwell Field, at Montgomery, Ala., said increased air force personnel had upped the sale of such items as portable dishwashers, television sets, radios, portable sewing machines and apartment-sized electric ranges. The same was no doubt true in other training camp areas.

Despite the hazy threat of shortages, inventories seemed to be in good shape, with the exception of one or two standard items. There was little or no evidence of dealer stockpiling, however, as strict allocation by distributors and manufacturers apparently prevented any such moves. Few, if any, dealers are going to get rich this time by hoarding stuff in the warehouse.

Television was still the biggest noise in the business and competition for the video dollar was as rugged as if the market was glutted with sets, which it certainly isn't. In Birmingham, one big retailer was using half-page ads, inviting customers to request one of his sets on approval, then request any other make from any other dealer, set the two side by side in the home and compare them.

Some dealers were advising buyers to put a dollar or two down to "reserve" a set, then pay the balance of the down payment when they wanted to pick up the set. And John Q. Public lapped it all up like an alley cat messing around a saucer of milk. From almost every television city in the South came reports of sensational business.

**Radio Holds Its Own.** Radio, like the champion it is, is holding its own. Having weathered the television threat and climbed back into the charmed best seller circle again, radio sales are steady almost everywhere. Business in this field is not as good as in the pre-Christmas days, but then it isn't supposed to be. Nevertheless, dealers from the Potomac to the Rio Grande are highly satisfied with radio sales, as this column emerges from the typewriter.

Manpower is still a painful subject. Whereas dealers were crying at this time last year for "trained salesmen", they'll settle now for just "salesmen". The draft and the reserve call-up was still biting deeper into the manpower field and more and more dealers joined the trend toward training salesladies and elderly salesmen.

There's a letter in the mail today from a retail dealer in a small town, suggesting that somebody ought to salute the utility serving his section for the help it had afforded small dealers. I agree with him. It might be appropriate here to pause and salute all of the utilities of the southern area, which have done a

(Continued on page 10)



W. L. Thomas, Thomas Maytag Company  
Main Street, Winston-Salem, North Carolina

*Says:*

"Smaller Inventories, Less Servicing, Bigger Volume,  
**'MORE NET'**

with the White

**WATER-HOTTER**

GAS AND ELECTRIC AUTOMATIC WATER HEATERS"



**ELECTRIC  
SALES CLOSER!**  
6.9%

**More Hot Water!**

than utility requirements  
because White's EXCLUSIVE  
Water-Hotter baffle diffuses and  
tempers incoming cold water.  
ELECTRIC: ROUND OR TABLE  
TOP MODELS.



**GAS SALES CLOSER!**  
*Film of Flame*

No small holes here, to clog  
and cause wasteful combustion  
and slow heating. Instead, one  
wide-open port, designed on  
the "WATER-HOTTER" diffu-  
sion principle . . . a Film of  
Flame which bathes the tank  
bottom in flame-tips . . . the  
hottest part of the flame, the  
best use of your fuel!  
GAS: ROUND MODELS ONLY.

"To a far greater extent than with many  
appliances, the profits we make on White  
WATER-HOTTERS are profits we KEEP.  
Our margin is not eaten up by excessive  
selling, servicing costs, or excessive inven-  
tory. We are strong boosters for White be-  
cause we find that White pays off in all ways!"

*W. L. Thomas*

You'll do better with White because White  
does better for you and your customers—  
gives you more worthwhile features that  
(1) sell WATER-HOTTERS faster, (2)  
give your customers true, *extra* advantages  
in their homes. Ask your White distributor  
for Proved Profit Story or mail coupon.

**WHITE PRODUCTS CORPORATION**  
Water Heating Specialists Since 1930  
MIDDLEVILLE, MICHIGAN

**Nationally  
Advertised!**

To help you win your prospects,  
help you close your sales FAST  
for all White WATER-HOTTERS  
powerful selling advertisements  
appear regularly in such leading  
publications as:  
Saturday Evening Post,  
Good Housekeeping,  
Better Homes & Gardens and  
Country Gentleman.



**Get the facts!**

**MAIL  
THIS**

Patented. Copyright 1951  
White Products Corporation

WHITE PRODUCTS CORPORATION, MIDDLEVILLE, MICHIGAN

Please send me the White "Water-Hotter" story. My business letter-  
head is attached.

My Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_

County \_\_\_\_\_ State \_\_\_\_\_



## APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 8

magnificent job in keeping up with the increased demand for power imposed partly by the enormous increase in the sale of electrical appliances. The evidence is impressive.

The Florida Power & Light Co. is a typical example—in five short years it has increased its rural customers by 171 percent; the Alabama Power Co., in 1950 alone, sold more than 4½ billion kw.-hrs. of service; Gulf Power Co., expanding continually, added another \$4,400,000 to its building program; Louisiana Power & Light Co. foresaw an increase of 2,000,000 more kw.-hrs. by 1961; Carolina Power & Light Co., planned a \$20,000,000 construction program for 1951 alone; in Chattanooga, the Power Board reported kw.-hr. usage at 5,590 per customer, more than three and one-half times the national average; the Potomac Edison System saw the number of electric range users on its lines increase to more than 40,000.

These are examples picked at random and a complete listing of all southern utilities would show the same steady background of growth everywhere. The heads of almost all southern utilities have declared that, in the event of war, their organizations can and will again do the outstanding job they did in supplying defense needs in the last war.

Without exception, these utilities, even including those which continue to merchandise, have lent a helping hand to dealers of the area they serve. The appliance dealer in the South owes them a lot.

## The Far West



By CLOTILDE G. TAYLOR

"SIX MONTHS" seem to be the magic words. Numerous product showings recently have indicated that manufacturers have an attractive though limited number of new models on which they feel sure they can make deliveries covering the first half of the year (though some more conservatively specify March as the limit of promises). One large independent distributor in the Los Angeles area prophesies full volume until June, comparable with the last six months of 1950, with perhaps (Continued on page 12)



THE BELDEN LINE



GIVES YOU

- + SAFETY
- + APPEARANCE
- + SATISFACTION
- + PROFITS

This all-rubber portable extension cord is an example of the plus values built into Belden electrical cords. They are manufactured to standards that far surpass the minimum requirements set up by Underwriters' Laboratories. They give you a plus in protection against fire or personal injury, a plus in appearance, and a plus in sales and profits. Ask your Belden Jobber.

Belden Manufacturing Company  
4663 W. Van Buren Street  
Chicago 44, Illinois

CORDITIS-FREE  
CORDS BY...

# Belden

WIREMAKER  
FOR INDUSTRY

**2** WORDS THAT GUARANTEE  
QUALITY

**7** WORDS THAT GUARANTEE  
PERFORMANCE

*Together*

**They Guarantee  
More**

**STEAM-O-MATIC**

**Sales for YOU!**

Add Rival Steam-O-Matic's proven quality—more than 2,000,000 users for more than 12 years—to Steam-O-Matic's proven time-and-effort saving performance—and you have the greatest, most daring advertising and promotion campaign in Steam-O-Matic History—a campaign that is showing 19,000,000 women how Steam-O-Matic's penetrating steam and 2 strokes do the work of 7 strokes with an ordinary iron that requires dampening the fabric! With Steam-O-Matic "2 strokes do the work of 7" on more ironing and pressing—on household linens, shirts, cottons, etc. — as well as on wool, nylon, silk, Celanese and rayon — because Steam-O-Matic provides penetrating steam at *all* heat ranges, even the highest ones, with a single steam-and-heat control!

**CHECK HOW Rival Steam-O-Matic DOES  
More Than All Other Irons CLAIM!**

You owe it to your customers and yourself to check the features of the steam irons you sell! And when you check them all, feature for feature, you'll know that Steam-O-Matic is the only steam-and-dry iron you can honestly recommend.

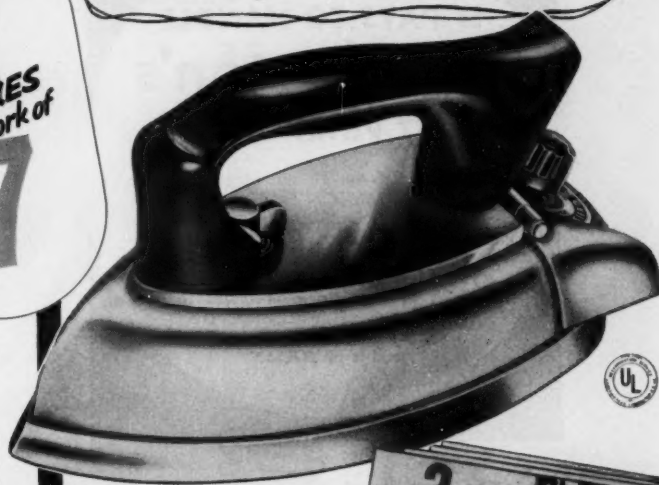
Rival Steam-O-Matic's patented tilt-top filling takes only 10 seconds — just fill the self-measuring built-in funnel with ordinary tap water—Steam-O-Matic's STAINLESS STEEL will not corrode — No caps or screws to remove—no spilling or sputtering — Look at Steam-O-Matic's single steam-and-heat control for all heat ranges—penetrating steam available right up to the top temperatures — Cast-in tubular element insures steam penetration of the heaviest fabrics and an evenly heated sole-plate — Look how Steam-O-Matic steams on its heel—and in any desired position, for renewing velours, velvets, felts — Check the light weight and perfect balance, the comfort-designed handle with left and right thumb-rests, the full 7-foot cord — And Steam-O-Matic is fully guaranteed!

© 1951 RMCo.

**Rival**  
**STEAM-O-MATIC®**

**STEAM and DRY IRON**

**2**  
STROKES  
do the work of  
**7**



**\$19.95\***  
Tax Incl.



**19,000,000 WOMEN DISCOVER What  
2,000,000 WOMEN ALREADY KNOW!**

The Greatest Advertising and Promotion Campaign in Steam-O-Matic History is telling more than 19,000,000 readers how Steam-O-Matic's "2 strokes do the work of 7"! See these powerful Steam-O-Matic advertisements in these magazines every month! Tie in with Steam-O-Matic's sensational dealer promotion—your distributor can tell you about it.

**STRIKE WHILE THE IRON IS HOT!**



Ask your Steam-O-Matic Distributor salesman for details about our wonderful specially priced Demonstrator Steam-O-Matic iron and FREE complete "2 Strokes" Sales Promotion Kit. They'll bring new customers, more sales and profits!

\* Subject To Change Without Notice.

**RIVAL MANUFACTURING CO., Kansas City, Missouri**  
Rival Manufacturing Co. of Canada, Ltd., Montreal

## IT PAYS TO HANDLE Rapidayton's JET PUMP LINE

Trouble-free performance and long service life make the RAPIDAYTON Jet Pump Line a very profitable one to handle. All models have one basic design and it is a very simple and easy matter to adapt them for either shallow or deep well service. There is a wide range of sizes which provides the right model for every type of installation. Fill out the coupon below and send it in TODAY.



**VERTICAL JET PUMPS**—RAPIDAYTON's complete line includes vertical pumps for both deep and shallow well service. Sizes range from 1/4 h.p. up to and including 1 1/2 h.p. Supplied with any size tank.



**HORIZONTAL JET PUMPS**—RAPIDAYTON's horizontal jet pumps range in size from 1/4 h.p. to 1 h.p. inclusive, with models suited for either deep or shallow well service.



**RAPIDAYTON "PACKAGE SYSTEMS"**—The new RAPIDAYTON line features horizontal jet pumps for both deep and shallow well service—with pump mounted on a horizontal tank when a "package system" is required.

**THE DAYTON PUMP & MFG. CO.,**  
Dept. EM, 500 Webster St., Dayton 1, Ohio

Please send me complete details and prices on the new RAPIDAYTON Line of Jet Pumps.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

## THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 10

a 20 percent reduction after that. Dealers are building inventory as far as their normal credit will carry without resorting to extra warehousing, which means about three months clear ahead plus another three in what they can expect from their wholesaler at the end of that time. The public, with little understanding of what restrictive orders on cobalt and on metal trim may mean, is buying at a little above its usual rate, but for the most part waiting to see what comes.

### Higher Taxes, Lower Wages.

What is likely to come is a fuller realization of the fact that wages have been frozen and that very much higher taxes will begin to be felt about the first of March. This, plus the probability that excise taxes will also go up and that stripped models are going to be less attractive to sell, will undoubtedly bring about a stiffening of the market in the near future. Some of the substitutes have already begun to show up in orders received on the Coast and more are due. It was in anticipation of this drop in attractive appearance if not in quality of performance that much of the heavy inventory buying was done. From Los Angeles comes the report that some dealers ordered more than they could carry financially in the expectation that shipments would be cut proportionately. Full deliveries have sent surplus appliances out the back door, which keeps a number of cut-price firms going on a modified scale.

Jobbers on the whole are working from one shipment to the next, each supply from the manufacturers as it is received being sent out to fill dealer orders, with practically nothing left to warehouse. To date, however, manufacturers' deliveries have just about met the demand, so there is no great backlog of orders built up. The expected drop in customer demand after full force of higher taxes is felt may be reflected in a drop in dealers' orders, or may merely give an opportunity to increase inventories further. Most distributors seem to expect to be able to continue to meet a fair proportion of the demand for an indefinite period.

There seems to be but little evidence of any rush on the part of dealers to add non-electrical lines. The recent Los Angeles giftwares market, though well attended, reported no great number of electrical dealers seeking to open accounts. On the other hand, emphasis on service is beginning to appear in retail advertising.

### Labor Shortages Probable.

Defense orders are already beginning to show up in western electrical plants and in other technical fields, with the result that advertisements for technical and general workers are appearing in want ads. Department stores report that they are already beginning to feel the loss of personnel to better paid jobs and are expecting more to go. One large San Francisco firm is resorting to "sampling methods" for double checking inventory and accounts in order to cut down on labor. They operate scientifically on the

calculated risk basis, so that any increased losses are well under the amount saved. Dealers are beginning to look about for substitutes to take the place of trained service men and other technical personnel, whose skills make them in high demand, both by the armed forces and by defense plants. Several local dealer leagues have foreseen the need and are increasing their training courses.

**Population Increases Affect Allocations.** Another feature of the defense picture is the probability that the West Coast will again see a sharp upturn in population. The great flood of newcomers attracted by war industries have since been absorbed in civilian activities and a new influx is to be expected as shipyards, airplane factories and allied war preparation industries again expand. Manufacturers should keep this in mind in fixing allocations, which were a sore point in this area during the early postwar period for the reason that they were in many cases based on a prewar population which had since increased by fully one half.

The Intermountain area during World War II had a lesser industrial development but nevertheless ranked among the area which prospered under a war set-up. Utah has now a promising steel industry which will flourish under defense demands, while Idaho boasts a variety of manufacturing activities. Mining and agriculture both are likely to prosper and this area is undoubtedly scheduled for a steady, although lesser growth than the Coast. Tendency toward decentralization as a precaution against bomb attacks will tend to favor the interior areas.

**Television Steady.** Television has shown a steady progress—nothing spectacular or indicative of scare buying, but well out of the slump which threatened the southland last fall. Los Angeles reports 46,189 sets sold during December, which brought the saturation to one set per 1.25 families in Los Angeles County, one per 1.86 homes for the entire area. It is expected that replacement selling will begin to be an important factor soon and that trade-in merchandise may supplement any lacks in the supply. Dealers expect the first quarter to be reasonably good—after that predictions vary. The number of television sets in the San Francisco bay area was increased by 9 percent during December, bringing the total to 143,406. Inventories in this field are from 40 to 50 per cent higher than a year ago and dealers are still buying where they can get the merchandise. At least two coast jobbers have offered dealers additional flooring on their television inventory, which in effect doubles their ability to stockpile. The arrangement is predicated on a 90-day turnover.

### Regional Reports. Los Angeles—

In anticipation of the time when sledding for small dealers will be hard, the local league is putting on a traveling auditor to help in organizing records. They also are

(Continued on page 14)





BRAND A



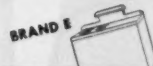
BRAND B



BRAND C



BRAND D



BRAND E



BRAND G



BRAND F

With other electric range brands  
you offer the same old story . . .

But when you sell the new  
**Gibson** you have a true  
sales-building  
feature that is  
*Exclusively Yours*  
like this



## NEW!

Greatest cooking development in years! Down: a big, 6-quart deepwell cooker . . .

## NuMagic

One easy turn of the dial and UP she comes, to become . . .

## Ups-A-Daisy

A giant fourth surface cooking unit when up. Dial does it all—unit raises up or down—hot or cold—NO HANDS!



You beat competition with unmatched features when you handle Gibson—proud pioneer of more "FIRSTS" than anyone else in the industry! So if you are tired of singing the same old "Me Too" song, tune your cash register to the melody of Gibson dollars. Sweet music! The newest song hit! Ready to hear it?

GIBSON REFRIGERATOR COMPANY • GREENVILLE, MICHIGAN

there is a better Gibson model for every customer at a price for every purse!



Model B



Model E



Model D



Model C



Model A-4

Copyright 1951, Gibson Refrigerator Co.

**Gibson**



6,000,000 home appliances proved in use throughout the world since 1877

FOR THE FACTS ON GIBSON RANGES, FREEZERS AND REFRIGERATORS  
SEE YOUR GIBSON DISTRIBUTOR OR WRITE GIBSON DIRECT . . . TODAY!

MAKE HISTORY...  
AND MONEY

WITH THE REVOLUTIONARY  
**ANKER**  
Zig-Zag\*



## NOW...The COMPLETE Home Sewing Machine

We can't tell you how many operations are possible with this astonishing machine—because it does everything: zig-zag, plain sewing, buttons and buttonholes, edge-rolling, darning, embroidery, blind stitching, and so on and on... WITHOUT ATTACHMENTS! Anker is the modern sewing machine that turns home sewing into an exciting creative pastime.

In easy, trouble-free performance, superb engineering and dependability (with the 75-year-old prestige of Anker's reputation behind it) we sincerely believe that this is the finest sewing instrument in existence. Every Anker bears a LIFETIME GUARANTEE.

To help you sell more  
ANKER machines:

**Coast to Coast Radio  
Hookup  
National Publicity Drive  
Advertising Allowance  
Scheduled Mat Service  
Point of Purchase  
Displays and Circulars  
National Magazine  
Advertising**

Wide-awake distributors and retailers are enthusiastic about this great new volume- and profit-building appliance. In addition to the outstanding salability of the Anker itself, they are being solidly backed up by an aggressive, thoroughly planned national promotion. Via radio, newspapers, national magazine advertising and generous dealer helps, millions of home-makers will be told of this "modern way to sew".

**Here is your opportunity to get in on the ground floor with a top-quality appliance that is going to make history—and a lot of money for those who sell it.**

\*Also Available: the popular, beautifully built straight-stitch Anker.

### FURNITURE

The ANKER is available in a complete line of handsome modern and traditional cabinets, desks and portable sets. Fine furniture, made to our own specifications to match the high quality of the ANKER Sewing Machines.

49-55 West 27th Street

New York 1, N. Y.

## APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 12

adding a window display expert to help dealers make the best use of the materials furnished by manufacturers. Long Beach dealers report a growing shortage of service personnel, lost to Los Angeles defense plants. Freezers are going well in this area. Refrigerators and automatic washers are also in short supply.

**Fresno**—Another name for "lay-away" purchases has been developed by one large furniture store which offers customers a "protection plan" on major appliances. A small down payment offers "protection" against later shortages. The appliance is set aside until the legal down payment is met by subsequent installments.

**San Francisco**—No evidence of scare buying—in fact, a rather quiet January. Electric bedding sales during December and January were under expectations, probably because of mild weather.

**Portland, Ore.**—A heavy business was experienced this year in console models and in general upper-half price level in radios. There is little evidence of price resistance on the part of the public. Few lesser known brands are seen in the larger stores and these are in the lower price brackets.

**Seattle**—The dollar volume of housewares sales was up, but indications are that unit sales over the Christmas period fell below last year. Major appliance sales were surprisingly high. Inasmuch as most comparisons are made on the unit basis, comparison by dollars would probably show a very high figure for Christmas sales for most sections of the West.

**Spokane**—The local league warns that stripped models will be harder to sell and warns against neglecting sales activities. This organization is working up a packaged program of monthly promotions, with slogans, banners, display materials and shows, which it will sell to the utility, manufacturers and distributors.

**Denver**—Some scare buying evident. Dealers are getting around the credit barrier by accepting "a down payment on the down payment", another version of the lay-away plan. There is little advertising of large appliances. *End*





Member of N.E.M.A.  
Electric Housewares Section.

# Get in on the "GIFT DAYS" with KITCHENAID



Just figure the total birthdays



... anniversaries ... Mother's Day ...

weddings ... the holidays ... among



your customers. All of them "gift days"...

and big profit possibilities

for you in year-round sales!



What better gift can you recommend than *KitchenAid*, "the finest made" food preparer? It's that "something better" in a gift they want to exactly express the spirit of the occasion ... to say it "better than words"! Set up a "gift day" display or department and head it up with

*KitchenAid*. Not only does *KitchenAid* offer better profits per sale, but it marks you as a dealer in "top line" appliances ... pays off in more satisfied customers ... more repeat business.

A *KitchenAid* demonstration, featuring Hobart Planetary Mixing, the "natural mixing action" ... the easy "up front" mixing guide ... the Pyrex brand bowl ... the "plus power" that operates any attachment without need for a power booster ... is usually convincing proof that *KitchenAid* is right for their gift selection. Speaking of attachments, suggest that they make an ideal gift for future occasions. It's ready-made repeat business for you. For the "gift days" ... for year-round sales, suggest *KitchenAid*, the "finest made" food preparer. *KitchenAid* Electric Housewares Division of The Hobart Manufacturing Co., Troy, Ohio.

Another "Gift Day" Attraction—  
the *KitchenAid* Electric Coffee Mill.  
It's an ideal, economical gift for your coffee-  
loving customers. It's different—  
and practical these days.



## KitchenAid

The Finest Made



World's Largest Manufacturer of Food and Kitchen Machines





## Women Use the Companion ...and you can too!

**Make more sales** to more women. Build counter and window displays around these springtime articles in the exciting March COMPANION.

☛ **"Save Your Energy"**—slick ways and the equipment to make necessary household work lighter. Electric items: vacuum cleaner tools, certified floor lamp with swivel, clamp-on reflector.

☛ **"Old-time Coziness with Modern Magic"**—a sparkling new kitchen designed for efficiency and that livable, old-time look. Electric items: automatic clothes washer, ironer, and coffee grinder.

☛ **In the spring** and every other season it's wise to spotlight merchandise advertised in the COMPANION (listed at right).

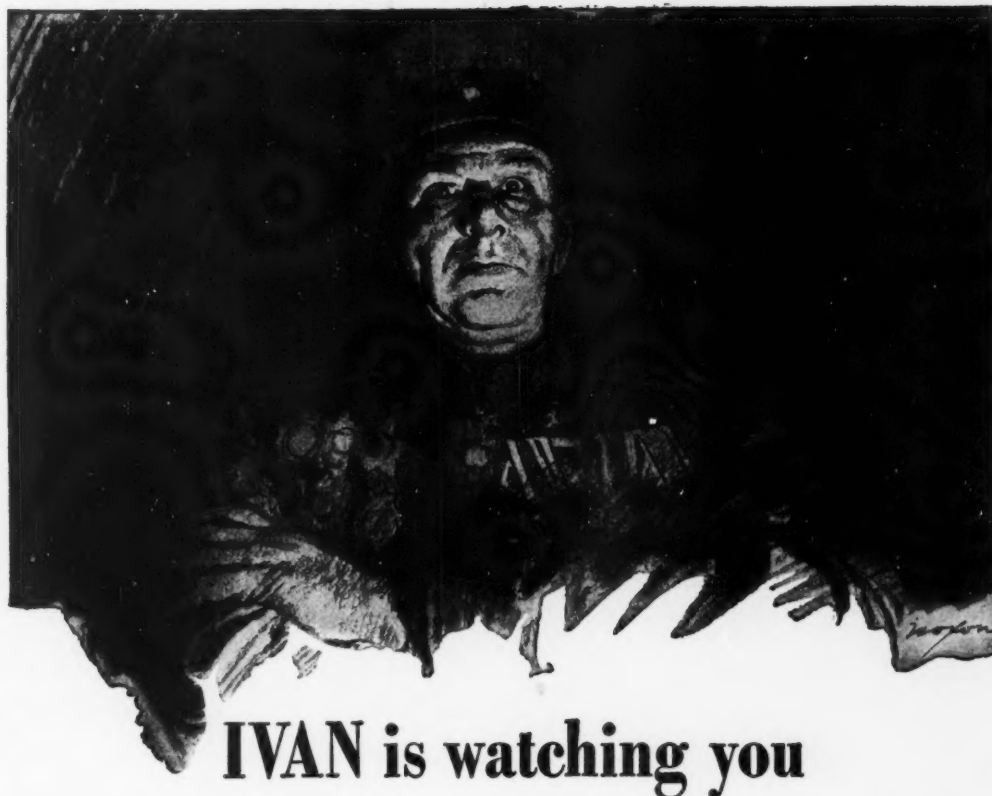
*Woman's Home* **COMPANION**

**Average Circulation:**  
More than 4,000,000

### ALREADY PRE-SOLD FOR YOU!

Get a running start by featuring COMPANION-advertised goods. Check below the Electrical Products that you carry — then cash in on the COMPANION's No. 1 editorial boost!

Cadillac Vacuum Cleaner  
Casco Heating Pad  
Domestic Sewmachines  
Farberware Automatic Percolator Robot  
Frigidaire  
General Electric Dishwasher  
General Electric Steam & Dry Iron  
General Electric Visualizer Iron  
General Electric Washers & Ironers  
General Mills Automatic Toaster  
General Mills Steam Ironing Attachment  
General Mills Tru-Heat Iron  
Handyhot Quality Appliances  
Motorola TV  
Necchi Sewing Machines  
Pfaff Sewing Machines  
Presto Vapor-Steam Iron  
Speed Queen Washers, Dryers & Ironers  
Sunbeam Mixmaster  
Sunbeam Waffle Baker  
Toastsell Automatic Pop-up Toaster  
Universal Coffeematic  
Universal Cook-a-matic  
Westinghouse Dryer  
Westinghouse Roaster-Oven  
White Sewing Machines  
Youngstown Kitchens Automatic Dishwasher  
Youngstown Kitchens Electric Sink



## IVAN is watching you

**I**VAN is a dyed-in-the-wool Communist. There are only 6 million party members like him in all Russia, yet these Communist brass-hats enforce the iron dictatorship of the Kremlin over 200 million Russians.

He's sold to the hilt on Red ideas. Which means he's out to get you. He believes it's either you or him . . . that the world is too small for both.

Ivan is working hard to beat you down. He has a big head start.

Right now he's got you in a bad spot.

Ivan is afraid of only one thing.

He fears your ability to out-produce him in guns, tanks, planes.

Frankly, he doesn't think you value your free system enough to do it . . . to make willingly the sacrifices he has squeezed out of the Russians.

But he's wrong!

Because you and all of us have set out

to build more and better weapons—to do it faster all the time.

We must use every bit of know-how and inventive skill we have to improve our machines and methods—to turn out more and more for every hour we work. Only in this way can we become militarily strong.

But we've got to supply essential civilian

needs as well. We can't allow needless shortages to take prices skyrocketing and lower the value of our dollar.

Sure, that means sacrifices for everybody. But doing this double job well is the only sure way to stop Ivan in his tracks—and to save the freedoms which are ours and which he has never known.

**FREE . . . this important booklet tells you how our American System Crew Great**



How Americans developed better machines, power and skills to build a great nation . . . Why we have been able to produce constantly more per hour . . . How this has given us the world's highest living standard.

How we can meet today's challenge—Why we must expand our productive capacity . . . supply arms and essential civilian needs, too. Read how this dynamic process works in free booklet, "The Miracle of America," endorsed by representatives of management and labor. Send for your free copy today!

MAIL THE COUPON—  
The Advertising  
Council, Inc., 25 West  
45th St., Dept. B. P.  
New York 19, N. Y.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Occupation \_\_\_\_\_

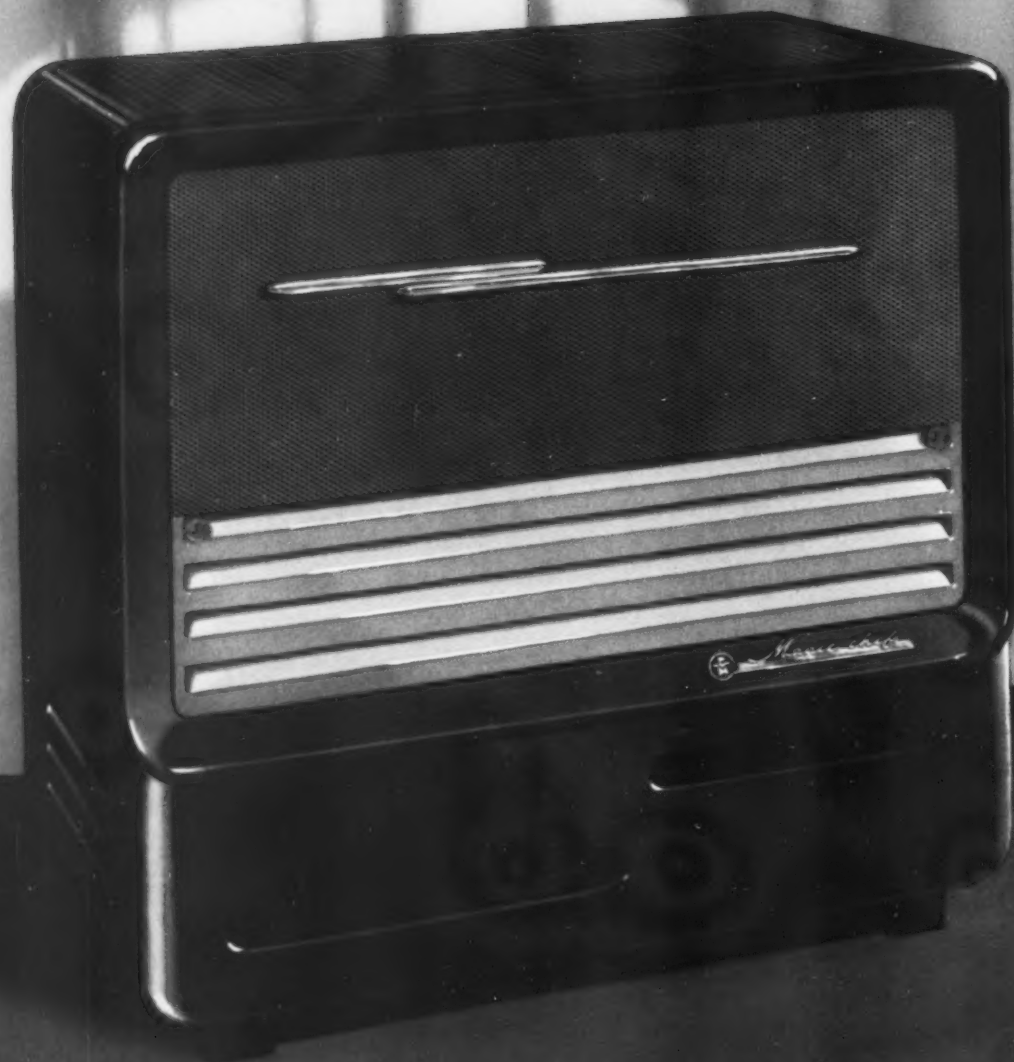
*This advertisement, approved by representatives of management, labor and the public, is published in the national interest*

**McGRAW-HILL PUBLISHING COMPANY**



**THE BETTER WE PRODUCE  
THE STRONGER WE GROW**

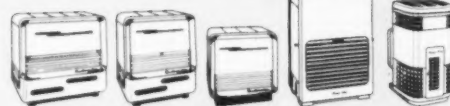
# One short selling season proves...



*Magic Chef*

GAS AND OIL HEATERS

A complete line of console and high boy models



OIL	No. 137-1	No. 127-1		No. 9437-1	No. 3207-1
GAS	No. 1137-0	No. 1127-0	No. 1107-0		



# America's greatest name in ranges **SELLS HEATERS FOR YOU!**

## Magic Chef

AMERICA'S MOST BEAUTIFUL  
GAS AND OIL HEATERS

Let **Magic Chef**, America's best known name in the stove business, make your sales job easier — turnover faster — profits greater

What's in a name? Plenty... when the name is *Magic Chef*!

The new *Magic Chef* Heater was the hit of the furniture shows last June. It's been the hit in thousands of dealer showrooms ever since. One reason is the selling power of the *Magic Chef* name, consistently advertised for 30 years... a household name your customers know and trust, depend on for performance, quality, real value.

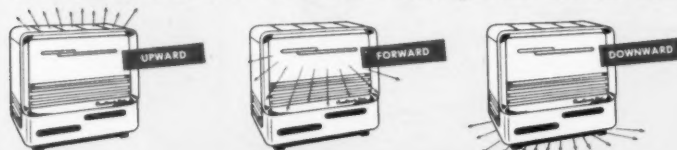
Smart, ultra-modern cabinet styling, thrilling color combinations sell on sight. Heating features galore, fine construction assures consistent peak performance.

Sell heaters in volume at a profit—sell *Magic Chef*. There's no Regulation W, no Excise Tax, and you get *Full Margin*. Better not wait... *mail the coupon below for details Now!*

### Amazing new Pressurized 3-WAY-HEAT-FLOW

*Magic Chef* Heaters flood the room with heat in all directions.

1. UPWARD through large top grill. 2. FORWARD through radiant screen and ornamental door. 3. DOWNWARD under pressure over the floor.



### LOOK AT THESE ADDITIONAL EXCLUSIVE FEATURES

- Beautiful Cordovan baked enamel finish, Suntan radiant screen and stunning Turquoise ornamental door.
- Balanced heating performance • Scientific flue gas travel for improved heating efficiency • Electrically welded combustion chamber • Gas heaters offer universal raised port cast iron burner for all gases, minimizing change-over costs for special gases... large side access door for easy lighting and servicing, making all service adjustments visible and concentrated within side door area.

5 new promotional aids build *Magic Chef* heater sales



PRICED FOR  
COMPETITIVE SELLING  
CONSOLES BEGIN AT ONLY

**\$64<sup>95</sup>**  
RETAIL

NO REG. W!  
NO EXCISE TAX!  
FULL MARK-UP!

MAIL  
THIS  
COUPON  
TODAY!



AMERICAN STOVE COMPANY  
1641 South Kingshighway, St. Louis 10, Mo.

Please furnish us complete information about  
*Magic Chef* Space Heaters. We're interested in:

☐ *Magic Chef* Oil Heaters ☐ *Magic Chef* Gas Heaters

Store \_\_\_\_\_

Individual \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



a deep bow to the makers of  
**Hotpoint**

## DISHWASHERS

for their research in the development of mechanical dishwashers for the home. The makers of Calgonite were privileged to work with Hotpoint during the pioneering stages to overcome washing film — which had to be conquered to achieve perfection in automatic dishwashing.

*Every Hotpoint dishwasher contains a sample of Calgonite\* when it leaves the assembly line*

Yes, Hotpoint introduces Calgonite to every new customer. Hotpoint knows that the dishwashing compound itself is one of the big factors in efficient operation of mechanical dishwashers. Hotpoint Dishwashers are designed to be automatic and trouble-free . . . Calgonite enables them to operate at top efficiency.

Calgonite washes dishes clean . . . completely banishes dangerous dishwashing film . . . helps the dishwasher deliver dishes that are sparkling clean.

*Get your share of this ready-made market for* →

the dishwashing compound that every leading dishwasher manufacturer recommends!

Owners of Hotpoint Dishwashers and many others learn about Calgonite the very first time they use their new dishwashers! They look for Calgonite in stores. They *buy* Calgonite where they find it—and create a new plus-profit market. It can be *your* plus-profit market if you will just

1. Stock Calgonite
2. Give Calgonite Good Shelf Space
3. Feature Calgonite in Displays and Advertising



Write for literature about Calgonite—the blend of world-famous Calgon\* and vigorous detergents developed especially for mechanical dishwashers. Calgonite contains no abrasives . . . leaves no washing film.

Calgon, Inc., Hagan Bldg., Pittsburgh 30, Pa.

\*T.M. Reg. U.S. Pat. Off.

It takes a lot of water to  
keep your good name clean!

# Hoover®

ELECTRIC  
MOTORS

Your reputation depends, more than anything else, on the performance of the products you sell. And whenever you sell jet pump motors or replacement motors—pumping for kitchen, bathroom, lawn or barn—your good name hangs on furnishing water—*PLENTY* of water—reliably and without breakdown.

That's why so many dealers want to sell *HOOVER* Motors!

There are Hoover Motors specially designed for many jet pump needs. All are built to give long, quiet, dependable service. All are built like motors costing far, far more.

Your customers will be happier with Hoover Motors—and so will you!



Write today for complete information—  
on jet pump motors or on motors built  
for other purposes.

**THE HOOVER COMPANY**

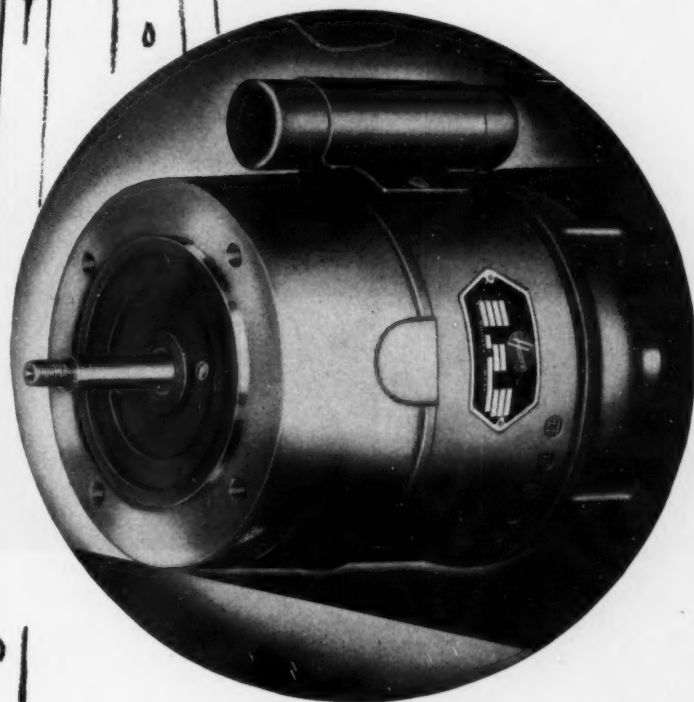
Kingston-Conley Division

68 Brook Avenue

North Plainfield, New Jersey

ELECTRICAL MERCHANDISING—MARCH, 1951

Hoover Jet Pump Motors in ratings of  $\frac{1}{4}$  through  $1\frac{1}{2}$  HP, both capacitor-start and polyphase. All models feature 3450 RPM speed; all are supplied with heavy-duty ball bearings and are equipped with either cold-rolled standard or stainless steel threaded shaft extension; all are dripproof. Shaft "end" bearings are locked to eliminate end play.  $1\frac{1}{2}$  HP motors have temperature rise rating of  $50^{\circ}\text{C}$ . continuous; all other motors are rated  $40^{\circ}\text{C}$ . continuous. Capacitor-start motors have automatic thermal protection.





**SO EASY TO GET:  
THE BEST  
BULB DISPLAY  
HELPS YOU'VE  
EVER SEEN**



# Yes, once again Westinghouse takes the LEAD

To help you make bigger lamp profits



This Sales Support means Sales Dollars for YOU. Act now to spark your lamp sales with displays which say: "Westinghouse—Today's Big Buy in Bulbs!" Write Today!

First—With full-page, four-color ads in

## LIFE

And—Week-after-week commercials on TV's top dramatic show: Westinghouse

### STUDIO ONE

Plus —The best, smashing display material ever offered for lamp sales; including a stunning "shopper-stopper"—a huge, four-color poster of the LIFE advertisement.

Send me your package of tested lamp sales aids:

Westinghouse Lamp Division, Dept. EM,  
Bloomfield, New Jersey

Name \_\_\_\_\_

Store \_\_\_\_\_

Street & Number \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

YOU CAN BE SURE...IF IT'S

# Westinghouse

# Speed Queen

is featuring

## "the washer with a trouble-free future"

In These 21 State Farm Papers:

ALL AMERICANIST  
CALIFORNIA FARMER  
IDAHO FARMER  
IOWA FARMER  
KANSAS FARMER  
N.E. STAR WEEKLY  
NICHOLAN FARMER  
OMEGA FARMER

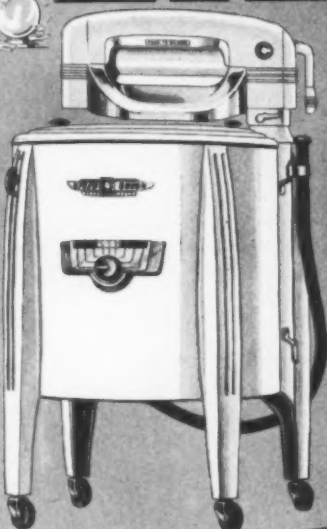
PENNSYLVANIA FARMER  
MINN. FARMER  
WISCONSIN AD.  
PLAID FARMER  
HERRICK FARMER  
WALLACE FARMER  
MONTANA FARMER

NEW YORK HOMESTEAD  
PENNSYLVANIA FARMER  
OHIO FARMER  
OREGON FARMER  
STAR FARMER  
WASHINGTON FARMER  
WESTERN FARM LIFE

Plus 4 National Women's Magazines

# Speed Queen

## the washer with a trouble-free future



In buying a new washer, some important questions to ask are: "How long will it take me to do a week's washing? Will it get dirty work clothes really clean? What about repair bills and upkeep cost?"

Your Speed Queen dealer has plenty of evidence to show you that a double-wall Speed Queen is your smartest guarantee for fastest washdays, cleanest clothes, long life service and freedom from repair bill worries. See your Speed Queen dealer, or write to Speed Queen Corp., Elgin, Wis., for literature.

I have enjoyed using my Speed Queen Washer now over 35 years. It not only cleans my clothes, but does it in a short time. I sure have no use it wear out. I can recommend this machine for anyone's use. I think it is the best one ever.  
MRS. T. D. GREGORY, Okemune, Okla.

Our washer, which we bought in 1935, has given such good service that the new belt which cost us \$1.00, I used it at an average of once each week. If all your washing machines do as much as ours has, I'm sure many people are grateful they purchased a Speed Queen.  
Mrs. EARL JOHNSON, Farmville, Va.

**SPEED QUEEN**  
WASHERS • IRONERS • DRYERS

## ECONOMIC CURRENTS

### What to Expect of Price Control

(By McGraw-Hill Dept. of Economics)

THE most exciting element in the immediate business outlook is the institution of federal government price control. But it is not the most important element. The most important element is what happens in the field of taxation and credit control. That will determine whether price control turns out to be a messy stopgap device of some slight effectiveness in stemming the flood of inflation or a demoralizing shambles of major proportions.

If the institution of price control were to be followed up promptly and firmly with a broadly-based pay-most-of-it-as-you-go tax program, and if consequently the dominant topic of economic conversation were to shift from the prospect of higher prices to the prospect of painful taxation, price control might prove to have been of some use in stemming inflation. Under such circumstances, it might slow up the inflation a bit while something was being done to stem it at one of its major sources—the flood of money into a market where the supplies of civilian goods are being restricted by the shift to war production.

If, however, price control is followed up by nothing more than tough talk about getting at inflation at its source, two things can be expected:

1. Increasing collapse of, and contempt for, price control, and
2. A program to bail it out by rationing which, in turn, will break down and create an even more completely demoralizing chaos.

The principal reason for believing that the institution of price control may slow up the inflation momentarily is that so many American people, including a lot of business men, have such a childlike faith in its effectiveness. Apparently completely forgetful of our experience with national prohibition, many men and women toss their hats in the air and cheer when someone proposes to freeze all prices and wages by law.

However, the chilling facts are that, even with a trained administrative organization of over 60,000 to look after them, both price control and rationing fell to pieces speedily when World War II compulsions of patriotism and fear were lifted. For example, in one post-VJ month 75 percent of the retail prices confidentially reported to another government agency engaged in tabulating prices were over the OPA ceiling prices then prevailing. These compulsions obviously do not exist today. So, with no fiscal and monetary follow-up, the collapse of price control can be expected to be speedy and spectacular.

Hence, so far as the business outlook is concerned, price control will appear to be in the main tent over the weeks immediately ahead. But it really will only be a side show.

In the meantime these broad outlines of the business outlook would seem to hold:

1. A continuation and even an intensification of the general business boom.
2. A continuation of tremendous inflationary pressure.
3. The development and imposition of what is bound to be a complicated and confusing system of government controls designed to check inflation and channel scarce materials to military production.
4. An impact of the defense program on the general field of metal-working far heavier than that on the economy in general, but even so—
5. The creation of some temporary pockets of unemployment in the field of metal-working because cutbacks of metals needed for war production and orders for war supplies do not mesh.
6. A critical chapter in the long and difficult struggle not to lose much of our conflict with Communism right on the home front by substituting a more or less chronically controlled economy for our traditionally free economy.

End



"NAOMI—NO MORE COOKING WITH WINE AT DEMONSTRATIONS!"



# Sensational Hunter Window Fan

NOW AVAILABLE IN 2 SIZES!



## Hunter 18" and 22" 2-SPEED REVERSIBLE Window Fans

- Electrically reversible
- Pulls air in or pushes air out
- Adjustable mounting panels
- Baked enamel (light ivory) cabinet
- Modern silver-finish safety grille
- Certified air delivery ratings
- Guaranteed 1 year
- Smooth, quiet operation

A SELL-OUT IN 1950 . . . PLACE YOUR ORDER EARLY

### RETAIL PRICES

18" (2500 CFM) Model

**\$59<sup>95</sup>**

22" (3400 CFM) Model

**\$79<sup>95</sup>**

(Prices subject to change without notice)

■ By June of last year our entire 1950 production of the new Hunter Window Fan (pictured above) had been sold. This year the popular fan will be available in both 18" (2500 CFM) and 22" (3400 CFM) sizes . . . competitively priced for volume sales and fast turnover. It's a proven profit-maker! Place your order early. Contact your Hunter distributor or write us for catalog and prices.

### HUNTER FAN AND VENTILATING COMPANY

Exclusive Fan Makers Since 1886 • 398 S. Front St., Memphis 2, Tenn.

HUNTER ALSO MAKES ATTIC FANS, OSCILLATING FANS, CEILING FANS, FLOOR FANS, AIRSPREAD FANS

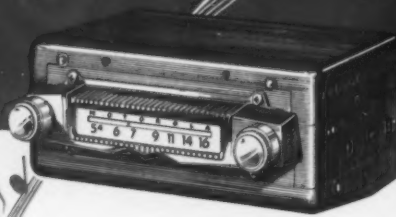
# 6 NEW 19



new  
401

**THE ECONOMY CHAMPION  
ALL-IN-ONE UNIT WITH  
SELF-CONTAINED SPEAKER**

Fully illuminated dial, built-in chrome trimmed control head. Compact yet powerful, with a rich, natural studio tone. Automatic volume control, noise filter.



new  
451

**LOW PRICED, COMPACT  
SET WITH POWERFUL  
SEPARATE SPEAKER**

Easily mounted behind instrument panel. Low battery drain; automatic volume control, broad range antenna system. Extra-powerful separate speaker with rich, full-range tone.



new  
501

**ALL-IN-ONE MODEL WITH  
CUSTOM FIT CONTROL HEAD  
AND BUILT-IN SPEAKER**

Illuminated dial, chrome trimmed control head. Powerful, self-contained studio tone speaker. Automatic volume control and patented motor noise filter.

# Motorola

for 21 years... the favorite  
**AUTO RADIO** of millions of motorists



# 51 MODELS



new  
601

**SEPARATE SPEAKER  
SET WITH CUSTOM-  
FIT CONTROL HEAD**

Compact, easily installed. Finest quality powerful speaker. Natural studio tone. High gain antenna circuit, automatic volume control, motor noise filter.

new  
701

**AUTOMATIC PUSHBUTTON  
TUNING, HEAVY DUTY  
COMPACT CHASSIS**

Powerful speaker mounts behind instrument panel, has life-like full range tone. High gain antenna circuit. Automatic volume control. Custom fit pushbutton tuner.

new  
801

**DELUXE 8-TUBE "GOLDEN  
VOICE" ELECTRONIC  
PUSHBUTTON UNIT**

Extra powerful speaker, brilliant natural studio tone. Broad range antenna system. High powered miniature tubes, long range reception. Heavy duty output transformer.

## *for most cars and trucks*

Compactly designed with custom-fit control heads  
to match most cars and trucks

## *easily installed*

Most models with single bolt mounting or simple bracket

## *powerful*

Long range reception in full-power, natural tone

## *famous features*

Like Motorola's  
"Golden Voice" tone — patented motor noise filter — extra  
power reception and automatic volume control

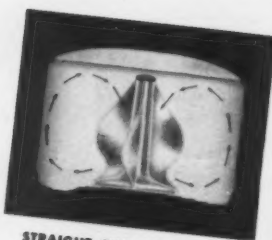
**NATIONALLY ADVERTISED  
the best known name in AUTO RADIOS**

**Motorola, Inc.** 4545 W. Augusta Blvd., Chicago 51, Ill.





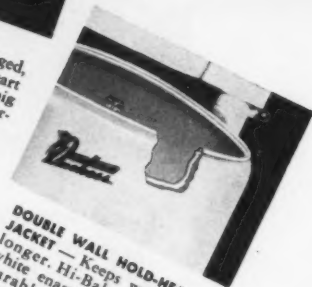
**TRIPLE FLEX SPIRAL AGITATOR** — Scientifically spiralled fins all the way up the center post wash ALL the clothes ALL the time. Faster washer on clothes.



**STRAIGHT SIDE WIDE BOTTOM TUB** — This big, spacious tub provides greater load capacity and a free-rolling space for thorough, gentle washing action.



**SILENT, BALL BEARING TRANSMISSION** — Rugged, powerful, quiet — the heart of the machine and a big reason for Duchess popularity. Sealed in oil for life.



**DOUBLE WALL MOLD-HEAT JACKET** — Keeps water hot longer. Hi-Bake gleaming white enamel finish. Hard, durable, beautiful. Wipes clean with a damp cloth.



# STAR Performer

By any standard — any of the four Duchess models is a star. **TAKE FUNCTION** . . . it washes more clothes — in less time — and with less wear on fabrics. **TAKE PROFITS** . . . compare Duchess prices and discounts. **TAKE SALEABILITY** . . . match the Duchess — in any model — against other washers for beauty, durability, and features that really sell. It takes a star to give a star performance . . . and Duchess has what it takes!

**NONE BIGGER NONE BETTER AT ANY PRICE**

**INSURE YOUR FUTURE WITH . . .**

**Duchess**  
REGISTERED IN U.S. PATENT OFFICE

**WASHERS**

APPLIANCE MANUFACTURING CO., ALLIANCE, OHIO

MARCH, 1951—ELECTRICAL MERCHANDISING

# Look to *your future* with *Preway* Electric Ranges

and  
gas ranges,  
too

At The Top in Everything But Price — this is the de luxe model Preway, feature for feature, dollar for dollar, the greatest value ever provided dealers in a quality built electric range.



● Now, we who are in the appliance business live from day to day — and walk backward into the future. When the trend is toward short supply, the words, "We carry only nationally advertised lines," no longer carry the conviction that they once did. The thought of the times is procurement — and it is most pronounced. Here at Prentiss Wabers we are very conscious of our new found recognition from all quarters.

Certainly all available Preway electric ranges and gas ranges can be oversold on the telephone . . . but they are not, for the reason that every offer to buy is screened by the perspective of the future in terms of potential sales performance. In short, Preway ranges are still available to a limited degree to dealers who, as sellers of appliances, have demonstrated their ability to put a shoulder to the wheel of opportunity. Here is a line that is coming fast, that is packed solid with quality features, and that turns rapidly if you can SELL.

If the challenge in this situation appeals to you, your inquiry for complete information will be most welcome.

**PRENTISS WABERS PRODUCTS CO.**

9351 SECOND STREET NORTH, WISCONSIN RAPIDS, WISCONSIN



WHAT IS GOOD FOR YOUR CUSTOMER IS GOOD FOR YOU  
...AND WHAT IS GOOD FOR YOU IS GOOD FOR YOUR CUSTOMER

**Time Payment** Prospects represent a major part of your *profit* opportunities. In adopting the COMMERCIAL CREDIT PLAN you bring to your store the credit, collection and other *experience* acquired in handling *millions* of time payment transactions... COMMERCIAL CREDIT helps you close the *most* sales. Helps *build* customer good will. Helps *assure* repeat business... Because it gives broad *protection* and *benefits* to *both* the seller and buyer the COMMERCIAL CREDIT PLAN is used by *more* dealers to finance *more* home appliance sales than any other national financing plan.



**To Help You Make**  
...MORE SALES  
...MORE PROFITS  
...MORE SATISFIED CUSTOMERS

Phone, write or wire the Commercial Credit office nearest you. Our local representative will show you how Commercial Credit can serve you better.

### 8 ways better

Commercial Credit Plan  
Offers You and Your  
Customers All These  
Important Advantages

1. Wholesale Financing
2. Fast Credit Approval

- 3.\* Life Insurance Protection
4. Property Insurance Protection
5. Automatic Sales Follow-up
6. Tested Collection Service
7. Builds Customer Good Will
8. Nation-wide Facilities

\* Not Available in California

## COMMERCIAL CREDIT CORPORATION

A subsidiary of Commercial Credit Company, Baltimore... Capital and Surplus over \$100,000,000... more than three hundred offices in principal cities of the United States and Canada.





**You say "long life and clear water?"**



Your sales story today—perhaps more than ever before—is built around *longer heater life* and *more trouble-free operation*. That sales story is easier . . . more powerful . . . more impressive if you're selling heaters equipped with Dow Magnesium Rods.

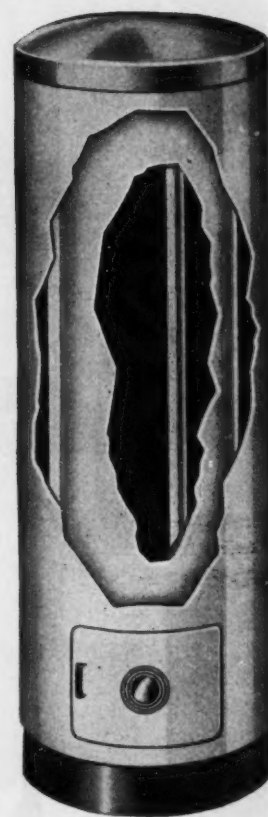
It's *easy* for the customer to understand . . . corrosion attacks the magnesium rod rather than the tank walls. That means longer tank life, no troublesome corrosion leaks.

And it's an *impressive* story. Thousands of miles of pipelines, hundreds of sea water installations are protected the same way. Dow pioneered the use of magnesium for corrosion protection—and is the leader in the field.

Finally, it's a *quality* story. For the amount of protection any magnesium rod gives depends on the careful control of its manufacture . . . the composition and alloys used. Dow spent years of research perfecting this product. *Today, there is no better magnesium rod on the market!*

It's a *profit* story for the dealer, too. Not only does it make heaters easier to sell, but it offers the promise of replacement business. Rods must be replaced periodically, which means additional sales—additional customer contact.

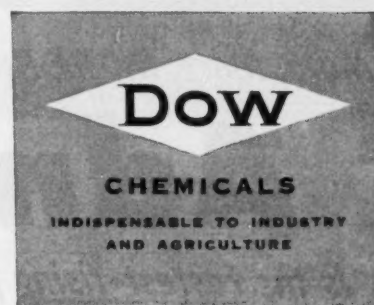
Ask your jobber about Dow Magnesium Rods or write directly to us for complete information: Dept. MG-93.



Magnesium Division, Dept. MG-93

**THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN**

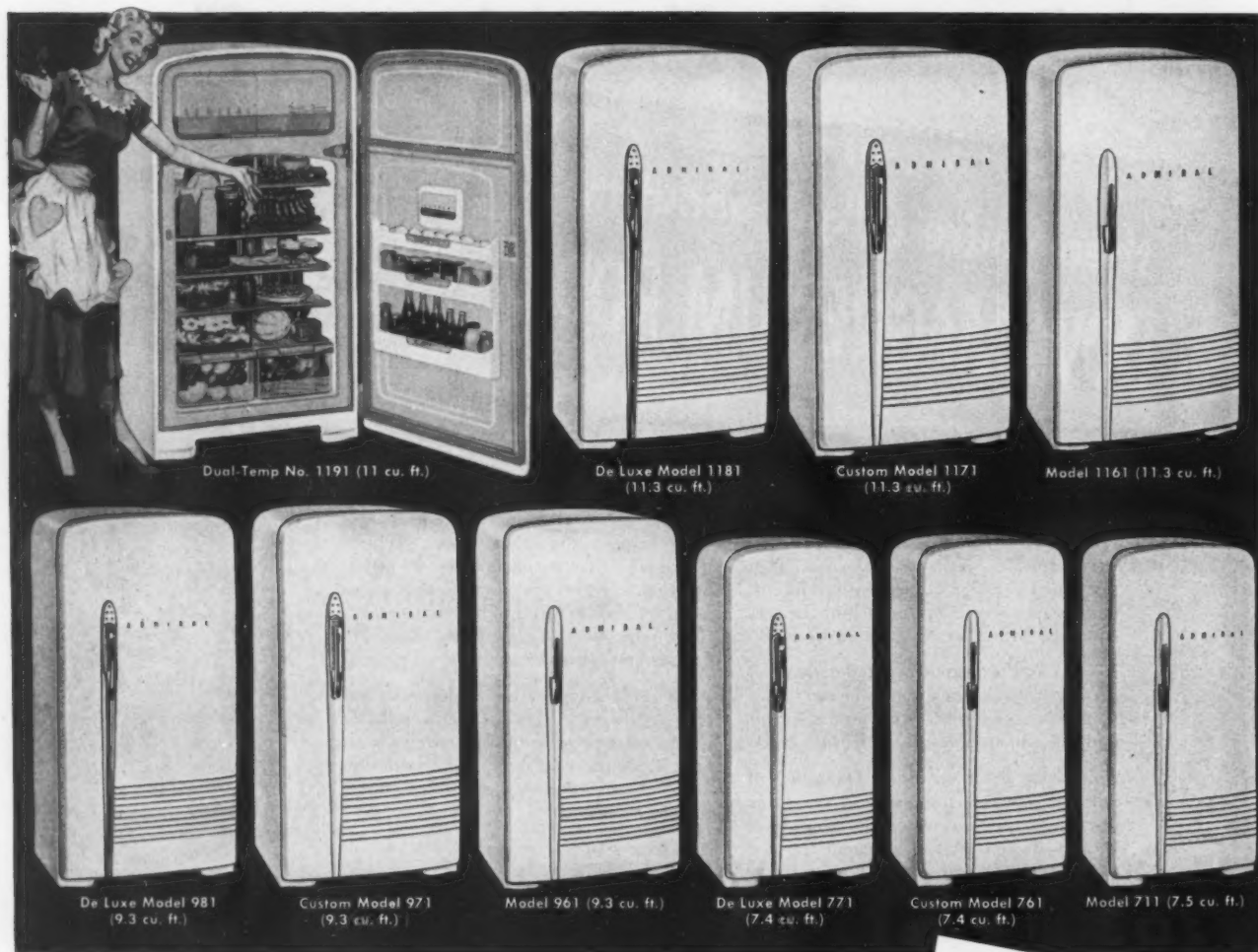
New York • Boston • Philadelphia • Washington • Atlanta • Cleveland • Detroit  
Chicago • St. Louis • Houston • San Francisco • Los Angeles • Seattle  
Dow Chemical of Canada, Limited, Toronto, Canada



At Every Admiral Distributor "Open House" It

# BROUGHT DOWN THE HOUSE!

*New Admiral Line gets coast-to-coast ovation from dealers! Scores with new Serv-a-dors, new Butter Keepers, new Glacier Blue Interiors, Full-Width Freezers, Full-Length Cold, and again with Industry's Best Values!*



*More, More, MORE Proof that*

# Admiral

*is the fastest-rising power in all the appliance industry!*



*This Spring- We're springing one national advertisement after another...*

*faster than  
you can say*

# REGINA

TWIN-BRUSH

## POLISHER and SCRUBBER

LIFE  
March 19.....out March 16

FARM JOURNAL  
April.....out March 19

AMERICAN HOME  
April.....out March 25

LIVING FOR  
YOUNG HOMEMAKERS  
April.....out March 20

SUNSET MAGAZINE  
April.....out March 25

COUNTRY GENTLEMAN  
April.....out March 28

WOMAN'S DAY  
April.....out March 29

LADIES' HOME JOURNAL  
April.....out March 30

SATURDAY EVENING POST  
April 7.....out April 4

LOOK  
April 24.....out April 10

GOOD HOUSEKEEPING  
May.....out April 20

HOUSE BEAUTIFUL  
May.....out April 20

BETTER HOMES & GARDENS  
May.....out April 25

13 LEADING MAGAZINES • 125 MILLION READERSHIP



America's No. 1  
Polisher and Scrubber

Same \$64<sup>50</sup>  
Low Price

FROM COAST TO COAST

THE REGINA CORPORATION, RAHWAY, NEW JERSEY  
Also producers of Industrial Twin-Brush Floor Machines



The REGINA Corporation, Rahway 2, New Jersey

Please send:

Name and address of distributor for my territory ☐  
Regina Polisher dealer helps ☐

STORE NAME

ADDRESS

CITY AND STATE

STATE

SIGNED



## Boost Refrigerator Sales

# PDQ

## Profits Develop Quickly

**when you sell the brand new 1951 Deepfreeze Refrigerators!**



### The "Wonderful-to-Live-With" Deepfreeze Refrigerator

*...with the most important door in your home!*

- EGGSTOR—handy egg storage, with visual inventory! Right up in front.
- BUTTER BOX—with Spread Control, keeps butter ready to spread. Holds one pound in attractive serving tray!
- HANDY JUGS—two one-quart bottles for chilled juices or water. Ready to serve. Easy to use—at your fingertips.
- HANDY BIN—for the convenient storage of small greens, fruit and vegetables. Removable for greater utility.
- BOTTLESTOR—easy to reach. Holds tall quart beverage and milk bottles.

### They're New Inside and Outside... They're So Wonderful to Live With!

The brand new, advanced features your customers see in Deepfreeze Refrigerators are *just what they've wanted!* Beauty in refreshing new design... a wealth of new convenience... storage space for everything... and dependable Deepfreeze performance make Deepfreeze Refrigerators easy to sell. Deepfreeze has carefully surveyed the market to bring you complete coverage of customers' needs in refrigerator sizes, models, and features. Check the many important Deepfreeze advantages... see why the Deepfreeze franchise is wonderful to live with! It's the franchise with a future—in 1951!

AND THERE ARE MORE FAMOUS  
FEATURES THAT MAKE DEEPFREEZE  
DELIGHTFULLY DIFFERENT! SIX EX-  
CITING NEW MODELS FOR EVERY  
FAMILY'S NEEDS!

**In '51—GO BUY THE NAME—**

# Deepfreeze

TRADE-MARK REG. U.S. PAT. OFF.


HOME FREEZERS



REFRIGERATORS



ELECTRIC RANGES



ELECTRIC WATER HEATERS

All Products of Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Illinois

Sign the Franchise with a Future



## Progressive Dealers Qualify!

After you've seen all others, see the new 1951 Deepfreeze Appliances! You'll sign the Franchise with a Future because it gives you the appliance line America wants! The wonderful new Deepfreeze products feature new convenience, new beauty and revolutionary new features. Dramatically different, they represent the improvement dealers and consumers expect from this Famous Name Manufacturer. In 1951—as always—Deepfreeze can be the profitable mainstay of your business. Get the complete appliance picture . . . see the great new Deepfreeze line.



To meet its fast-growing demand Deepfreeze expanded production facilities with a new refrigerator plant. This means new opportunities for more Deepfreeze Dealers to build their

businesses with a fast-growing appliance line! Take advantage of this historic opportunity—P.D.Q. Join the aggressive family of appliance dealers who are going places with Deepfreeze!

### See Your Distributor... P.D.Q.

for details about the greatest appliance franchise for '51!

Your Deepfreeze franchise gives you a head start for greater appliance profits in '51! Have your Deepfreeze distributor explain it in detail . . . find out what Deepfreeze will do to help you sell. You can share in the new Deepfreeze profits from the very start!

### Or Send Coupon for All the Facts!

Deepfreeze Appliance Division  
Motor Products Corporation, North Chicago, Illinois

Gentlemen: I'm interested in the greatest appliance franchise for '51! Please give me the complete story P.D.Q.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

© 1951 Deepfreeze Appliance Division, Motor Products Corporation.

# They don't know!

## YOU'VE GOT TO TELL YOUR CUSTOMERS THE ELECTRIC WATER HEATER STORY

Water heater prospects are easily sold on ELECTRIC Water Heaters—and they *stay* sold! All you need do is lay the facts on the line.

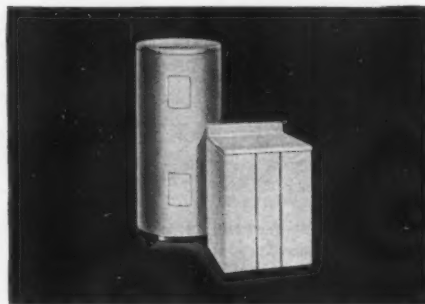
**Plenty of Hot Water**—There's an ample supply of hot water, automatically, any time, all the time. Explain how you get that with a fully insulated Electric Water Heater.

**Completely Automatic**—Explain how the electric controls of this water heater provide hot water at the turn of a faucet, without any attention.

**Long Life, Low Cost**—Let husbands know about the long life of an Electric Water Heater—how it operates at low cost, requires minimum service, because it's *electric*.

**Installed Anywhere**—Everyone's pleasantly surprised to learn that an Electric Water Heater isn't limited to installation near a chimney. Because it has no flue or vent, it can be installed anywhere in the house that's most convenient. Be sure to emphasize the saving on installation and the minimum radiation losses because of short hot water lines.

And be sure to remind *yourself* of the attractive profit on *Electric* Water Heaters, as well as the saving that results from a minimum of service calls—to say nothing of a growing list of satisfied customers!



Install the type of *Electric* Water Heater that best suits the job—tank-type or table-top. Be sure to sell a size that's adequate!

## SELL **ELECTRIC** WATER HEATERS

*They're  
what  
people  
want!*

### ELECTRIC WATER HEATER SECTION

National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N. Y.

ALLCRAFT • BAUER • BRADFORD • CRANE-LINE SELECTRIC • CROSLY • DEEFPREEZE • FAIRBANKS-MORSE • FOWLER • FRIGIDAIRE  
GENERAL ELECTRIC • HOTPOINT • HOTSTREAM • JOHN WOOD • KELVINATOR • LAWSON • MERTLAND • MONARCH • NORGE  
PEMCO • REX • RHEEM • SEPSCO • A. O. SMITH • THERMOGRAY • TOASTMASTER • UNIVERSAL • WESIX • WESTINGHOUSE



THREE LITTLE

# Big



**Big**

SELLER NO. 1

**MIMAR DYNAFAN 525**  
**HIGH VELOCITY CIRCULATOR**  
(16-INCH FAN)

This little big goes to market for you—and really brings home the bacon! DYNAFAN 525 is absolutely new and revolutionary. Performance is phenomenal. More than 3800 cubic feet of air per minute is produced by five "Dynablades" set in a specially designed wind tunnel housing. DYNAFAN *actually outperforms fans twice its size*. This new Mimar appliance adjusts from horizontal (pointed upward for no-draft circulation) to 10° below perpendicular.

**DYNAFAN COMPANION MODELS 425 AND 325 ROUND OUT MIMAR'S  
NEW HIGH VELOCITY CIRCULATOR OFFERINGS**

**Big**

SELLER NO. 2

**MIMAR**  
**DYNAFAN 425**  
(12-INCH FAN)



**Big**

SELLER NO. 3

**MIMAR**  
**DYNAFAN 325**  
(10-INCH FAN)



build your profits on a solid sales foundation —  
sell Mimar — the fast-moving, profit-making line!

*For details and demonstration  
on these DYNAFANS — write to:*

**MIMAR PRODUCTS, Inc., 138 SPENCER STREET, BROOKLYN 5, NEW YORK**  
ELECTRICAL MERCHANDISING—MARCH, 1951

PAGE 33



Ernie Olinger's Calumet Radio & Television, 10900 S. Halsted St., Chicago



Ernie Olinger succeeds with the "C. R. T. plan."

## Forced to close in 1930, he now does \$400,000 a year in radio and TV sets

**Ernie Olinger bucked the depression and a nervous breakdown—then bounced back with an idea that makes customers go out of their way to buy from him.**

**A** GOOD traffic location isn't everything," says Ernest P. Olinger, owner of Calumet Radio & Television. And he proves it by selling and servicing radio and television sets at the rate of \$400,000 a year in a sparsely populated section of Chicago's far south side.

Working against odds is nothing new to Ernie Olinger. In 1930, the depression forced him to close his first shop. In 1947, a nervous breakdown threatened to end his business career.

Today, the busy store at 10900 S. Halsted St. is a tribute to his determination, ingenuity and sound selling strategy. And Ernie Olinger's story offers profitable reading for every electronics retailer.

Ernie became interested in radio at the age of ten. He bought the parts to assemble his

first set with money he earned selling magazines. When he finished school, radio was still his main interest so he went into the business.

In 1928, he went to work for the Leslie F. Mutter Company building radio sets. A little later, he worked as a repair man for a Chicago radio shop.

### Depression closes first shop

"With this experience under my belt," said Ernie, "I went back to my home town, Erie, Pa., and opened my own radio service shop in early 1930. I found, however, that I'd picked the wrong time to start a business. I soon had to close the shop."

From 1931 to 1936, Ernie serviced radios for

(ADVERTISEMENT)

another Chicago retailer. Then he joined the original Calumet Radio shop at 11416 S. Michigan Avenue as manager for \$25 a week.

In 1939, he bought the business for \$500, and, with his wife to help him, reorganized and enlarged it. During the war, radio service work boomed and help became scarce. Ernie worked as much as 20 hours a day. In November, 1947, a nervous breakdown forced him to sell out.

"After that I had to take it easy for awhile," Ernie said. "There was plenty of time to plan for the future. I spent most of the time around radio and TV shops talking with the people in the business.

"The more I saw, the more I concluded that the most successful stores were the ones with the best service facilities.

### Store with a plan

"So I got to thinking. I wasn't much of a salesman, but I knew how to set up a good service department. And from what I had seen, a good service department was the first step toward a good sales volume.

"I opened the store here on South Halsted in November, 1948. I had six service men. The location helped me get the franchises I wanted because there were not many other dealers in this area.

"But it was clear that if I wanted to get ahead, I'd have to attract customers from some distance away. Something had to be done to

make people go out of their way to trade in my store."

Something was done. Ernie worked out a television sales plan which he calls the C.R.T. plan. The initials stand for the name of the store.

In effect, the plan is Olinger's answer to discount selling. When a customer buys a TV set under the C.R.T. plan, he gets the set installed, an outside antenna, 90 days' home service and in most cases, a one year parts guarantee—all for one price.

### Volume doubled

"The name C.R.T.," said Ernie, "helps us dramatize the idea, and makes our sales policy easier to promote. When prospects compare our plan with a discount purchase, most of them agree that they're money ahead in the long run when they buy from us."

To date, Ernie credits his C.R.T. plan with being partly responsible for an exceptional sales record. In the first year, Calumet Radio did a volume of approximately \$200,000. The second year, the figure was doubled. At that point—November, 1950—the space occupied by the store also was doubled. A four-day grand opening celebration with prizes marked the occasion.

After more than two years, Calumet Radio has yet to repossess a set, and credit losses figure less than one per cent.

"Our C.R.T. plan is a good sales clincher," Ernie said. "But several other things are equally important."

### They specialize

"For one thing, we believe we've convinced a lot of people that we're not just another radio store. We're specialists in radio and television, and specialists in service for the items we sell."

"That's why we don't sell white lines. Every man in our shop is an electronics man, and this business is built on the know-how of its personnel. We know nothing about white lines so we don't sell them."

Ernie likes to show prospects around his impressive service department, which occupies a good half of the store's floor space. Such a tour will convince anyone that Calumet Radio has the service equipment to back up its sales claims.

From the well-stocked parts department and the busy testing benches to the drive-in garage for auto customers, Calumet's service department is a picture of efficiency. The department now employs sixteen service men and keeps five company trucks on the go.

### Ads get the prospects

How does Ernie go after new prospects? "Quite a few people are sent in by old customers," he said. "But you don't double your volume in a year by depending on word-of-mouth advertising."



Ernie explains his C.R.T. plan to a customer. "The plan is a good sales clincher," he says.

"Right from the start, we knew we had to go after the business. We have no outside salesmen, so our advertising has to carry the load."

The bulk of the company's advertising money goes into newspapers. Some of it is used in community newspapers. The remainder buys big-space advertising in the Chicago Sunday Tribune under the Tribune's Selective Area advertising plan.

Under this plan, Calumet Radio gets virtually the full benefit of retail-store-type advertisements placed in the Chicago Tribune by manufacturers and distributors of merchandise sold in the store. Many of these ads are full page size, and some are in color.

### He gets results

"We started using Selective Area ads right after we opened the store," Olinger said. "I was skeptical at first because of the low cost of participation in the campaigns. But the idea sounded good, so I gave it a try."

"Since then, we've gone in on almost every campaign of this kind that's been offered us. Our participations with Motorola, General Electric, Capehart and others showed us that Selective Area advertising is just as effective as it is economical."

"We can trace many of our sales directly to the ads. And I'm sure they produce even more sales that we can't trace. The Tribune's plan

gives us the kind of advertising we like, at a cost we can afford to pay. We're confident that our participations are responsible for a large part of our volume gains."

★ ★ ★

**MANUFACTURERS:** Your advertising produces maximum returns when it makes your dealers enthusiastic for your line.

Under the Selective Area advertising plan, you give the dealer the kind of advertising he understands and prefers. He gets retail-store-type copy over his own name in Chicago's No. 1 hardlines medium, reaching the prospects best able to trade with him. He sees results in his own store. Yet the entire program is factory-directed and agency-placed.

So effective is the plan for dealers, distributors and manufacturers that already more than \$1,250,000 has been placed in the Chicago Tribune in Selective Area advertising in the appliance field alone. Far more than half of the appliance retailers in Chicago and suburbs have made it a part of their promotion programs.

Selective Area advertising can get stronger dealer support for your product. Geared to today's selling trends, it can help you build the consumer franchise you want in the multi-billion dollar Chicago market.

Your Chicago Tribune representative will gladly give you complete information. Ask him to call.

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Representatives:

Chicago  
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1333 Tribune Tower

New York  
E. P. Strubbecker,  
220 E. 42nd St.

Detroit  
W. E. Bates,  
Penobscot Bldg.

San Francisco  
Fitzpatrick & Chamberlin,  
155 Montgomery St.

Los Angeles  
Fitzpatrick & Chamberlin,  
1127 Wilshire Blvd.

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

(ADVERTISEMENT)



# FAN-PLAN

For the Future with  
EMERSON-ELECTRIC  
Window Fans



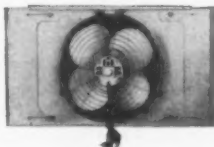
Remember a few years back when your customers wanted *durable*, not *duration* merchandise? You remember, *America remembers*, and this time your customers will look for products that last—products like Emerson-Electric Window Fans. You'll find it will pay you to stock these window fans whose very name means dependability to thousands of satisfied users across the country. And again this year Emerson-Electric offers a complete line of window fans designed to do a quiet, effi-

cient job of ventilating a small apartment or a large home. Another sales-clincher is the famous 5-Year Guarantee, more important than ever in the eyes of your customers! Fan-Plan with the future in mind . . . contact your nearest Authorized Emerson-Electric Distributor, or write for Catalog No. 616.

**THE EMERSON ELECTRIC MFG. CO.**

St. Louis 21, Mo.

## AGAIN THIS YEAR . . . EMERSON JUNIOR WINDOW FAN



Here is a real budget fan value. Equipped with dependable single-speed Emerson-Electric motor and quiet 16-inch overlapping blades. Fan and adjustable panels in ivory enamel. One-Year Guarantee, priced at \$37.50.

## 2-SPEED, 16-INCH WINDOW FAN

with carrying handle and adjustable panels. Can be used as daytime air circulator. Has removable protective guard on discharge side. Two speeds. Lists at \$49.50. Powerful 20-inch model (no handle or outside guard), \$68.50 list. 5-Year Guarantee.



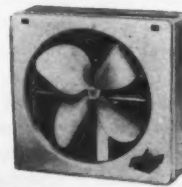
## ALL-PURPOSE 16-INCH CONSOLE-WINDOW FAN



By day a powerful circulating fan, by night an efficient window fan. Has approximately 60 speeds. Modified Chippendale design mahogany cabinet. Carrying handles, protective grille front and back. Five-Year Guarantee. \$52.95 list.

## BELT-DRIVE WINDOW FAN

has two speeds, perfectly balanced blades, quiet rubber-mounted motor; finished in lustrous ivory enamel. Available in 24- and 30-inch blade sizes, now listing at \$89.50 and \$105.50. 5-Year Guarantee.



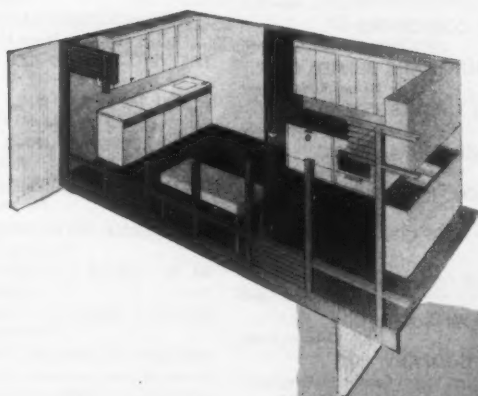
**EMERSON ELECTRIC**  
FANS • MOTORS APPLIANCES

# *"The Sun Shines Bright" IN THIS* **BLACKSTONE** *Kitchen-Laundry*

## **a solar home design**

*by George Fred Keck*

● Designed as part of a solar house, this kitchen-laundry has its south wall a continuous window area. The roof projection is scientifically calculated to stop the direct rays of summer sun while admitting the sun's ray thru the winter months. Obviously, such a "work room" would be light and pleasant.



American homemakers, more and more, are demanding brightness, color and cheer in addition to freedom from drudgery in their daily tasks. Here, George Fred Keck, pioneer of the Solar Home, suggests a happy combination of both elements. The Blackstone Automatic Laundry, occupying only 72 inches of wall space, provides *complete* laundry equipment as a pleasant design complement to a modern kitchen. Only Blackstone offers Automatic Washer, Dryer and Ironer as a streamlined, integrated unit capable of installation in any sequence. The dryer is vented to remove excessive moisture and lint. Blackstone Corporation, Jamestown, N. Y.

# **BLACKSTONE**

*World's Oldest Manufacturer of*  
**HOME LAUNDRY APPLIANCES**

**ACME INDUSTRIES INC.**  
Jackson, Michigan

**ACME OIL BURNER COMPANY, INC.**  
Cedar Rapids, Iowa

**THE AIR EQUIPMENT CO., INC.**  
Chicago 12, Illinois

**AIRGARD MANUFACTURING CO.**  
Chicago 10, Illinois

**ALDRICH COMPANY**  
Wyoming, Illinois

**ALLEN VENTILATOR DIVISION**  
Production Planning Co., Rochester, Michigan

**ANCHOR DIV.**  
Stratten & Tostoggo Co., Inc., New Albany, Ind.

**ANCHOR POST PRODUCTS, INC.**  
Field Heat Division, Baltimore 24, Maryland

**ARMSTRONG FURNACE COMPANY**  
Columbus, Ohio

**ARMSTRONG PRODUCTS CORP.**  
Huntington 12, West Virginia

**ATLAS TOOL & MFG. CO.**  
St. Louis, Missouri

**BALDOR ELECTRIC COMPANY**  
St. Louis 10, Missouri

**BALTIMORE PORCELAIN STEEL CORP.**  
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**R. W. BECKETT CORPORATION**  
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**BROAN MFG. CO., INC.**  
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**EATON MANUFACTURING COMPANY**  
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**ELECTROL BURNER MFG. CO., INC.**  
Rutherford, New Jersey

**ELECTROMODE CORPORATION**  
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**EVANS PRODUCTS COMPANY**  
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Buffalo 21, New York

**FRASER & JOHNSTON CO.**  
San Francisco, California

**FRIGIKAR CORPORATION**  
Dallas, Texas

**GENERAL METALS**  
Springdale, Connecticut

**GENERAL AUTOMATIC PRODUCTS CORPORATION**  
Baltimore 13, Maryland

**GENERAL OIL HEATING CORP.**  
West New York, New Jersey

**GOULD OIL BURNER COMPANY**  
Boston 20, Massachusetts

**HARVEY-WHIPPLE, INC.**  
Springfield 4, Massachusetts

**HEINZE ELECTRIC COMPANY**  
Lowell 2, Massachusetts

**MCCORD CORPORATION**  
Detroit 11, Michigan

**McLARTY SYSTEMS**  
Battle Creek, Michigan

**McLEAN ENGINEERING LABORATORIES**  
Princeton, New Jersey

**McQUAY INCORPORATED**  
Minneapolis 13, Minnesota

**MERCURY ELECTRIC CORP.**  
Kansas City 6, Missouri

**THE MURRAY CO. OF TEXAS, INC.**  
Atlanta 1, Georgia

**NASH MOTORS**  
Div. of Nash Kelvinator Corp., Detroit 32, Mich.

**NATIONAL ENGINEERING & MFG. CO.**  
Kansas City 6, Missouri

**NOVI EQUIPMENT COMPANY**  
Novi, Michigan

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Rock Island, Illinois

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Belleville, Illinois

**SIEGLER ENAMEL RANGE CO.**  
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**SIN-JIN PRODUCTS CO.**  
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**SUNDSTRAND ENGINEERING CO.**  
Rockford, Illinois

**SUN-RAY BURNER MFG. CORP.**  
Jamaica 2, New York

*Climb aboard the Soaring*

**INTERNATIONAL MFG. CO.**  
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**INTERNATIONAL METAL PRODUCTS COMPANY**  
Phoenix, Arizona

**INTERNATIONAL OIL BURNER CO.**  
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**KISCO COMPANY, INC.**  
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**KOOLVENT OF CALIFORNIA, INC.**  
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**UNIVERSAL ELECTRIC COMPANY**  
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**WILLIAMS OIL-O-MATIC DIV., Dept. H**  
Eureka Williams Corporation, Bloomington, Ill.

**WORTHINGTON PUMP & MACHINERY CORPORATION**  
Harrison, New Jersey

**WRIGHT MANUFACTURING CO.**  
Phoenix, Arizona

**JOHN ZINK COMPANY**  
Tulsa 1, Oklahoma

**CENTURY ENGINEERING CORP.**  
Cedar Rapids, Iowa

**COLE HOT BLAST MFG. CO.**  
Chicago 9, Illinois

**COMFORT PRODUCTS CORP.**  
Dallas 2, Texas

**W. B. CONNOR ENGINEERING CORPORATION**  
Danbury, Connecticut

**DALY, MERRITT & SULLIVAN, INC.**  
Falls Church, Virginia

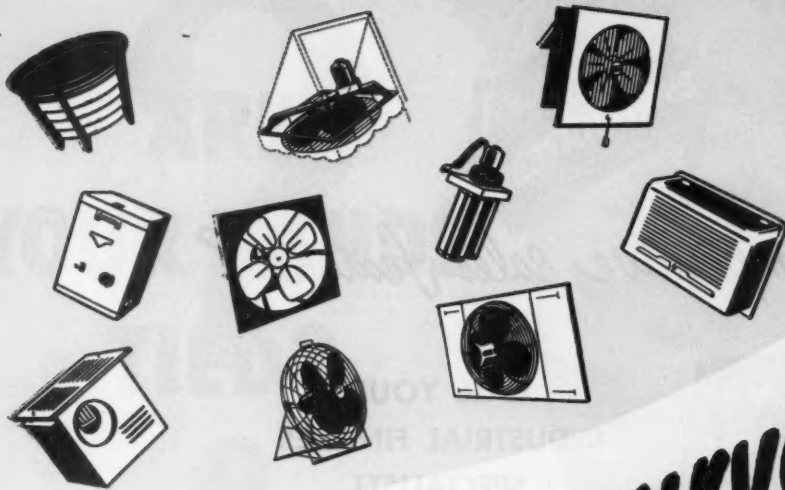
**J. R. DRY & SONS**  
Winters, Texas

**DUO-THERM DIVISION**  
Motor Wheel Corp., Lansing 3, Michigan

*America's Guide to Comfort in Cooling*







# FAN sales curve

the **GOLD BOOK** shows you how!

Attic fan sales up 28% . . . Ventilating fan sales up 37% . . . Room air conditioner sales up 65% . . . Floor and hassock fan sales running over \$7 millions . . . That's the record reported by Electrical Merchandising.

Fans—in fact the whole field of air-moving equipment—offer you a new, broad and *growing* sales-and-profits opportunity—as soon as you know and tell your customers the *why-when-where-how-what* about:

Air circulators	Awning fans	Evaporative air coolers	Room air conditioners
Air dehumidifiers	Bathroom ventilators	Floor furnaces	Room heaters
Air deodorizers	Booster fans	Home heaters	Small blowers
Attic fans	Central heating systems	Kitchen ventilators	Unit heaters
Auto air conditioners	Clothes dryers	Oil burners	Window ventilators
Auto heating systems	Elevator ventilators	Roof ventilators	

To help you boost your sales of air-moving equipment, 113 manufacturers have cooperated with Torrington, America's leading manufacturer of fan blades and blower wheels, in publishing the 1951 edition of the **GOLD BOOK**, "How to have Comfort from Moving Air".

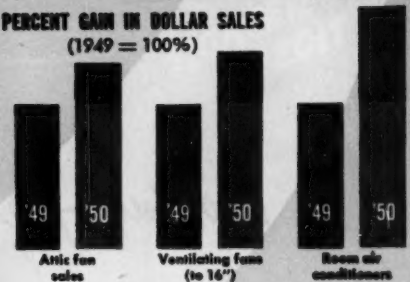
In 180 profusely illustrated, easy-to-read pages the **GOLD BOOK** gives you the *general* facts you need in 23 chapters (one for each type of equipment listed above) and the *specific* facts about the products of the 113 manufacturers listed at left. Hailed by retailers a year ago as "the finest cooperative contribution ever made in the field", this year's edition is bigger, better, more complete—gives you many more selling *facts*, to help you increase sales in air-moving equipment.

Send for your **FREE** copy of the 1951 **GOLD BOOK** today!

**THE TORRINGTON MANUFACTURING COMPANY**  
TORRINGTON, CONNECTICUT

—Heating and Ventilating Equipment—

PERCENT GAIN IN DOLLAR SALES  
(1949 = 100%)



RECORD OF SALES GROWTH

	1949	1950	GAIN
Attic fan sales	\$ 9,562,000	\$12,302,000	28%
Ventilating fans (to 16")	9,817,000	13,500,000	37%
Room air conditioners	39,155,000	64,750,000	65%
Hassock and floor fans (not reported separately)		7,110,000	
<b>TOTAL</b>	<b>\$58,534,000</b>	<b>\$97,662,000</b>	<b>66%</b>

Source: Electrical Merchandising, January 1951 issue.



► Worth thousands to you as a buying and sales guide!

► Free to all readers of Electrical Merchandising magazine!

► Send for your copy Today!

BOX 808B, TORRINGTON, CONNECTICUT

Please send me my **FREE** copy of the 1951 **GOLD BOOK** "How to have Comfort from Moving Air."

Name \_\_\_\_\_

Position \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

EE 3243

*Looking for a competitive sales feature?*



**CALL YOUR  
INDUSTRIAL FINISHES  
SPECIALIST!**



For a competitive sales feature that's hard to beat, give the customer one he can see! Your Industrial Finishes Specialist can help you give product appearance a needed sales stimulus, and cut production costs at the same time.



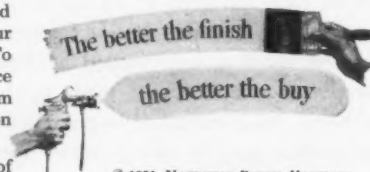
"Hammered" finishes have unusual consumer appeal, compared to ordinary monotone metal finishes, and are adaptable to a wide range of products. But the old two-spray method made costs prohibitive for many. Industrial Finishes Laboratories have developed new finishes that can be applied in one operation, cutting finishing costs substantially!

This is just one product success story from the files of the Industrial Finishes Specialist! Just one example from hundreds for each manufacturing industry!

Whatever your product... whatever your finishing problem... and especially if you are engaged in vital defense work, as so many manufacturers are today... you'll find it pays to consult an Industrial

Finishes Specialist. He's the technically trained, production and sales-minded representative of your Industrial Finishes supplier. To speed up production time, reduce costs, and increase sales, call him in at the design and production planning stage.

Remember, more and more of your customers *start buying with the finish in mind!*



© 1951, NATIONAL PAINT, VARNISH  
AND LACQUER ASSOCIATION, INC.,  
WASHINGTON, D. C.

**ARE  
YOUR HANDS  
TIED?**



# American Kitchens

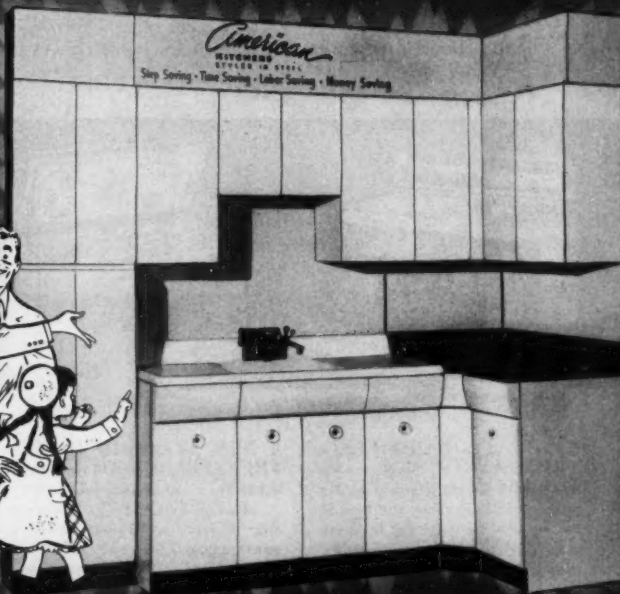
## Offers a Pre-Tested Way for Profits when Conditions are Tough!

Tighter consumer credit! Restrictions! Will these cut into your sales and profits? American Kitchens has worked out a plan to really back up its dealers—to keep sales coming when conditions get tough!

This Pre-Tested Profit Plan gives American Kitchens dealers heavy ammunition in their fight for good volume and profit. Here's what the plan consists of:

1. The highest markup in the entire appliance field!
2. "Pre-sold" prospects... live leads from people in your area who have actually written us for information.
3. Larger unit sales—averaging as high as \$1000.00 each!
4. No collection problems—you get spot cash!
5. American Kitchens are still eligible for FHA financing.
6. No profit-eating trade-ins! No yearly model changes!
7. Fast, effective sales training—right in your own store!
8. Minimum display space!... No heavy inventory!... No servicing problems!
9. Heavy national advertising—in color—in the top magazines!
10. Local advertising, too—newspaper, radio, outdoor!
11. The industry's hottest sales tools turn prospects into buyers fast!
12. Regular extra-value special promotions!

You can't lose when you sell American Kitchens because here's one manufacturer that really backs up its dealers. Get the full facts today! Mail coupon at right and learn if there's still a franchise open in your community.



Get this great new American Kitchens display! Takes only a few units, few feet of space, few minutes to erect! Dealers report amazing results! Mail coupon below!

**American  
KITCHENS**

**MOST PROFITABLE APPLIANCE  
YOU CAN SELL**

American Central Div., Dept. EM-3  
AVCO Manufacturing Corporation  
Cincinnati, Indiana

- ☐ Tell me—is there a sure-profit American Kitchens franchise still open in my territory? Rush me full details!
- ☐ Tell me—how can I get an easy-to-erect American Kitchens background like that illustrated above!

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_





FROM THE BEST OF THE OLD...

# New 70<sup>th</sup> Anniversary LEONARD

## ...plus New Leonard Ranges, Freezers, Water Heaters, Air Drier!

The big headline holds this meaning: in 1951, the Leonard retailer will enjoy a special advantage that no other retailer can approach. His refrigerators will not only have *top appeal in every price group* . . . but, in addition, the exclusive, priceless ingredient of Leonard's 70 years in refrigeration.

70 years of experience . . . backed by Leonard's ever-

growing knowledge of how dealers like to be dealt with . . . bringing forth ever-better products to meet every new market . . .

Only the Leonard dealer will have this 70 years of assurance . . . 70 continuous years of policies built in his interest . . . 70 years that prove the Leonard Franchise a rock-solid base for the future!



**5 NEW LEONARD ELECTRIC RANGES!** Meet a widening market with Leonard's wide range selection. From the Space-Saving model . . . to the brilliant new, 2-oven Leonard! So many wanted features. Amazing new heat-up speed. Cooking heat in seconds. "Automatic-Meal-Minder." Greater cooking ease, better results . . . more beauty . . . more sales-power for you.

**4 NEW LEONARD HOME FREEZERS!** Timed to meet the demands of thousands of buyers . . . backed by Leonard's unbeatable 70 years' experience. Brand-new Pastr-Rack, soft interior lighting. Sales-clinching maximum storage in less floor space . . . top craftsmanship . . . time-proved dependability of the Glacier Sealed Unit. 6, 9, 13, 20 cu. ft. capacities.

**NEW LEONARD WATER HEATERS!** Sales-makers whenever the call is for the finest electric water heating! Safe, clean, cool, automatic, trouble-free. Heavy steel construction. Dependable diffusion-baffles, heat traps that save hot water and money. Models in round-type or table-top styles. And you can point out that Leonard Water Heaters are at home anywhere in the house.

**Sensational NEW LEONARD AIR DRIER!** Overnight success . . . and it's only the beginning! Meets the vast demand for a quiet, compact, portable unit . . . that actually stops *moisture damage* before it starts . . . by drawing off as much as 3 gallons of water from damp atmosphere every 24 hours! Add your own "profit chapter" to this great new Leonard success story.

# LEONARD

THE PROVEN FRANCHISE THAT BUILDS CUSTOMER SATISFACTION THROUGH



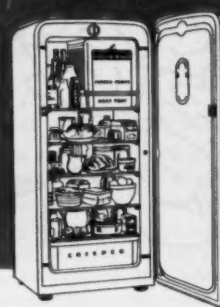
COMES THE BEST OF THE NEW!



# Refrigerators

**Look! "7's" only 24 1/4" wide!  
Cold from Top to Base**

Two new Leonard beauties for that big, waiting segment of your market where large capacity is a "must" but where kitchen space is limited.



**MODEL LAS.** An amazing 7.6 cubic feet of storage space in a cold-top-to-base cabinet only 24 1/4" wide, 27 3/4" deep, 53 1/2" high.



**MODEL LAH.** Across-the-top Frozen Food Chest of 26 lbs. capacity. Full 7.1 cu. ft. of storage space, with same small exterior as LAS.

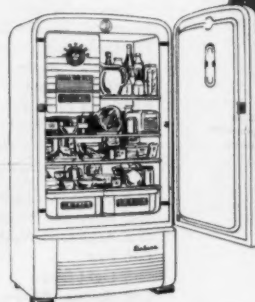
## Value-Packed For Your "Middle- Income" Customers

Three new, solid values in the "eight-foot" bracket, each with deluxe "Leonard-Gold" eye appeal, space appeal and quality appeal, combined with the "plus" features that mean top attractiveness to your largest group of 1951 customers.

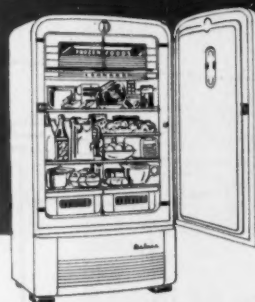


**NEW  
PLUG-IN  
BUTTER  
CHEST!**

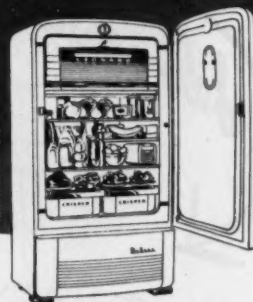
Wonderful new accessory you can offer at slight extra cost. Designed for Models LSR and above.



**MODEL LSR.** A Sales-getting 8.6 cu. ft. of storage space, two crispers and a 31 1/2 lb. Frozen Food Chest.



**MODEL LHR.** Beautiful across-the-top Frozen Food Chest of 33 lbs. capacity in an 8.0 cu. ft. cabinet.



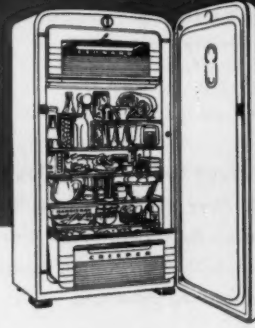
**MODEL LDR.** Exceptional frozen food space—42 1/2 lbs.—in an across-the-top Frozen Food Chest. 7.9 cu. ft. capacity.

## Super De Luxe—up to 12 cubic feet in the floor space of former "6's"

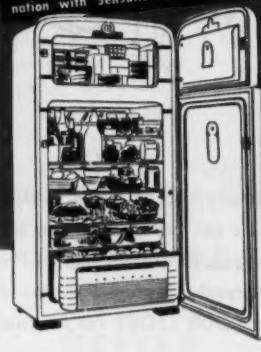
Here are advances even where enthusiastic retailers said there could be none—in the new long-door Leonards that are sure-fire for more top-dollar sales for you.



**MODEL LSM.** A sensationally beautiful "12", yet it fits the floor space of your customer's old-style "6". Super Crisper and 38-lb. Frozen Food Chest.



**MODEL LHM.** Magnificent cold-from-top-to-base design featuring 42 1/2 lb. across-the-top Frozen Food Chest, Super Crisper. 10.9 cu. ft. capacity.



**MODEL LTM.** Top-of-the-line sales-winner! Makes all foodkeeping better. One control dials choice of temperatures in separately insulated 70-lb. zero freezer. Second control dials both right cold and moisture in general storage compartment . . . which defrosts automatically.

New "12" Refrigerator-Freezer Combination with Sensational Twin-Control

LEONARD, DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT 32, MICH.

**LASTING DEPENDABILITY**



Nearly half of YOUR customers read Ladies' Home Journal . . . are pre-sold on the brands they see advertised in its pages. Stock—Display—Promote—Advertise these brands currently featured in the Journal—have women coming to YOUR STORE for Journal-advertised products.

LADIES' HOME

*Journal*

Largest newsstand sale of ANY magazine, weekly or monthly

Air-Way Sanitizer Vacuum Cleaner  
American Beauty Electric Iron  
Arvin Electric Housewares  
Arvin Lectric-Cook

Cadillac Vacuum Cleaners  
Caloric Gas Ranges  
Club Coffeeware  
Crane Bathroom Fixtures  
Crane Sinks and Cabinets  
Crosley Electric Range  
Crosley Freezer

Deepfreeze Electric Range  
Deepfreeze Home Freezers  
Deepfreeze Refrigerators  
DeVilbiss Vaporizers  
Dexter Twin Tub  
Dexter Twin Tub and  
Single Tub Washers  
Dietz "Pioneer" Electric Lantern  
Doray Defroster

Easy Spindrier  
Electre Steam Vaporizer  
Electre Steam Vaporizer and  
Bottle Warmer  
Electre Steam Vaporizer, Portable  
Steam Radiator, Electre Steam  
Baby Bottle Warmer and Electre  
Steam Baby Bottle Sterilizer  
Evenflo Nursing Units

Farber Automatic Coffee Maker  
Farberware Stainless Steel  
Cooking Ware  
Federal Enameled Ware  
Firestone Home Appliances  
Fletcher's Can-Well Cold Packing  
and Preserving  
Fletcher's Roastwell Roasting Pan  
Frigidaire Automatic Washers  
Frigidaire Electric Range  
Frigidaire Refrigerators

G-E Automatic Blankets  
G-E Automatic Toaster  
G-E Automatic Washers  
G-E Iron  
G-E Light Bulbs  
G-E Refrigerator-Food Freezer  
Combination  
G-E Refrigerators  
G-E Triple-Whip Mixer  
Gibson Electric Range  
Gibson Electric Ranges and  
Refrigerators  
Gibson's Refrigerators

Haeger Lamps and Pottery  
Hamilton Beach Mixer and Mixette  
Hardwick Gas Ranges  
Hotpoint All-Electric Kitchen  
Hotpoint Electric Ranges  
Hotpoint Refrigerators

International Harvester Refrigerators

Johnson's Waxes and Wax  
Electric Polisher

KitchenAid Mixer and KitchenAid  
Electric Coffee Mill  
KitchenAids  
K-M Pop-Up Toaster and  
Waffle Baker  
Kold Pak Portable Electric  
Refrigerator

L & H Lectro-Host Electric Range  
L & H Lectro-Host Home Freezers

L & H Lectro-Host Refrigerator  
Lewyt Vacuum Cleaner

Magic Chef Gas Ranges  
Maytag Washers and Gas Range  
Met-L-Top Ironing Table  
Mirro-Matic Electric Percolator  
Mirror Aluminum Utensils  
Motorola Clock Radio  
Motorola Portable Radio  
Motorola Radios  
Motorola Television  
Motorola Television-Radio-  
Phonograph  
Murray Kitchens

Necchi Sewing Machines  
New Home Sewing Machines  
Norge Gas Range  
Norge Refrigerator  
Norge Washer

Perfection Electric Ranges  
Pfaff Sewing Machines  
Philco Refrigerator  
Philco Refrigerator and  
Electric Range  
Philco Television  
Philco Television and  
Television-Radio-Phonograph  
Presto Cookers  
Presto Vapor-Steam Iron  
Proctor Household Servants

Regina Twin-Brush Electric  
Polisher and Scrubber  
Revere Ware  
Rid-Jid Ironing Tables and Ladders

Sunbeam Coffeemaster  
Sunbeam Ironmaster  
Sunbeam Mixmaster  
Sunbeam Toaster

Tappan Gas Ranges  
Toastermaster Automatic Electric  
Appliances  
Toastermaster Pop-Up Toaster  
Toastermaster Toaster and  
Hospitality Set  
Toastermaster "Toast 'n Jam" Set  
Toastermaster Waffle Service and  
Hospitality Set

Universal Coffeematic  
Universal Stroke-Sav-r Iron  
Universal Toaster

Verplex Lamps and Shades

Wear-Ever Aluminum  
Cooking Utensils  
West Bend Electric Percolator  
Westinghouse Clothes Dryer  
Westinghouse "Commander"  
Electric Range  
Westinghouse Frost-Free Refrigerators  
Westinghouse Home Appliances  
Westinghouse Laundromat  
Westinghouse Light Bulbs  
Westinghouse Refrigerators  
Whirlpool Automatic Washer  
Whirlpool Automatic Washer  
and Dryer  
White Sewing Machine

Youngstown Kitchens

Zenith Clock-Radio  
Zenith Radio-Phonograph  
Zenith Television and Radios  
Zenith TV-Radio-Phonograph

Of 72,012 women shoppers interviewed in 642 retail stores, 47.2%—almost half—reported they read



# KNAPP **KM** MONARCH

## KEEPS YOUR SALES FLYING HIGH!

...and now more national advertising brings  
even more profits to **KM** dealers!



### The **KM** Electric LIQUIDIZER

World-famous! Only appliance that beats, whips, blends, stirs, purees, mixes, crushes ice, pulverizes, liquidizes—without attachments! Actually 10 appliances in one—and the one appliance that every homemaker needs, wants, buys! Only \$37.50.

### LOOK AT THIS HARD-HITTING SPRING LINE-UP!

/Saturday Evening Post—April 7 /Saturday Evening Post—June 2  
/Saturday Evening Post—May 5 /Saturday Evening Post—June 15  
/House Beautiful—May /House & Garden—June

Yes, **KM**'s two best-sellers are setting new sales records for every dealer! Sales records that will climb even higher when eye-catching, fast-selling **KM** ads appear in these big national magazines! Order now—cash in on the tremendous demand for these and other **KM** appliances... finest made



### The **KM** Automatic Electric CORN POPPER

World's best! Easiest to sell! Only corn popper with famous "recessed reservoir" that assures lighter, fluffier, better popcorn every time. Simple to use—safe. Perfect for entertaining, made for family fun. Only \$9.95.



It pays to feature **KM** — ALWAYS THE FIRST WITH THE FINEST...



**BETTER  
PRODUCTS  
FOR  
BETTER  
LIVING**

# KNAPP **KM** MONARCH

ST. LOUIS 16, MO.

# acclaimed by experts for among

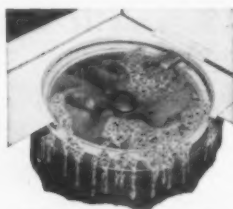
ABC's  
EXCLUSIVE, PATENTED  
"centric" agitation  
MAKES THIS POSSIBLE



FIRST:

## SENSATIONAL NEW WASHING ACTION

Note the three BIG, soft-rubber fins on the ABC agitator illustrated above. They distribute the clothes evenly, gently flex and rub each piece separately, so that soap and water thoroughly wash every bit of fabric. There is NO REVERSING ACTION—no wasted motion! "Centric" Agitator pulsates outward and inward 300 times a minute.



SECOND:

## EXCLUSIVE "Flush-Away" RINSING

ABC's thorough 3-stage rinsing cycle combines a spray and deep power rinse, an exclusive flush-away rinse, and a final splash-away power rinse. Only the ABC-O-MATIC can do this!



THIRD:

## EXCLUSIVE "Spin-Aire" DRYING

A unique combination of air and centrifugal force removes all free water from the clothes; damp-dries them soft, fluffy, wrinkle-free, without matting or tangling, for easy ironing.



## AUTOMATIC Gearless TRANSMISSION

Here's  
Something  
More!



Simplest automatic washer drive ever devised! Unusually quiet! "Centric" Agitation makes possible the elimination of conventional gears. Just a pair of sturdy Vee belts, two pulleys, and a centrifugal clutch. That's all there is to it!

ALTORFER BROS. COMPANY

# top washing performance all automatic washers!

THE NEW PACE-SETTER  
OF THE INDUSTRY—

*A-B-C-O-Matic*  
COMPLETELY AUTOMATIC WASHER

WORLD'S ONLY WASHER  
THAT

Shampoos  
the clothes



Starts like a hairdresser's or barber's shampoo, with rich, heavy "lather" before the main washing action with full water supply gets under way. Then pulsates the dirt-dissolving suds through the fabric with gentle, rubber-finned "Centric" Agitation, assisted by flushing jets of water to assure cleaner, brighter washings.

PEORIA, ILLINOIS



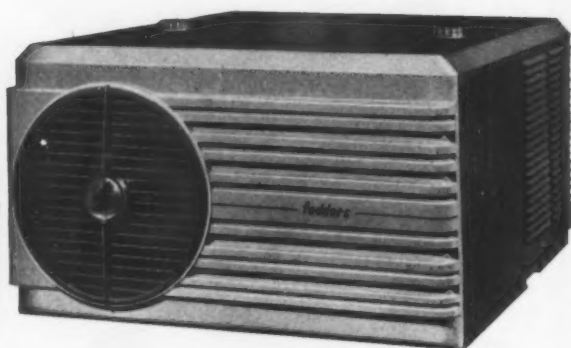
And in my book—that means  
top sales performance  
too!

Want to do yourself a favor? Make it a point to spend, say, 20 minutes, watching a New ABC-O-MATIC do its stuff. The more you know about selling appliances, the more you'll want to be selling ABC Washers! The washing, rinsing, spinner-drying job this New ABC-O-MATIC does is phenomenal. And the service-simplicity of it will be a joy to your service manager. The ABC full line—5 great washers and the ABC De Luxe Ironer—really covers your market. Write ABC and get ALL the facts!

*America's Leading Washers and Ironers*  
**ABC**



# HOW FEDDERS DEALERS CAN TRIPLE PROFITS AGAIN IN '51!



INDUSTRY  
SALES  
UP 100%  
IN 1950

FEDDERS  
SALES  
UP  
300%

100%

100%

100%

FEDDERS dealers boomed *their* room air conditioner sales a whopping 300% last year... against an industry-wide increase of only 100%. And the combination that pulled all that extra profit for them is slicker than ever this year—a perfectly rounded line, a rich, ripe market, and strong national advertising support from Fedders! Supply looks good right now for all models... but order early, and order all you can sell!

## NEW LOW PRICED UNIT

This new  $\frac{1}{2}$  ton unit is Fedders answer to high prices: a true  $\frac{1}{2}$  ton capacity room air conditioner priced to fit the budget of the mass residential market! All the cooling power needed for night-time air conditioning of most bedrooms.

## NEW IMPROVED MODELS

Fedders nine-model line fits the air conditioner market like a glove. The  $\frac{1}{2}$ ,  $\frac{3}{4}$  and 1 ton window units come in strikingly designed cabinets, with choice of smart Ivory or Hawaiian Tan finishes. Then there are the  $\frac{3}{4}$ , 1 and  $1\frac{1}{2}$  ton consoles to fill out the line. All plug in like radios, have powerful sales features. Mail the coupon today, and get set to triple *your* profits this summer!



## MAIL THIS COUPON TODAY!

Fedders-Quigan Corporation, Unit Air Conditioner Division  
Dept. EM-2, Buffalo 7, N. Y.

Gentlemen: Please send me complete information on how I can make extra profits selling the 1951 line of Fedders Room Air Conditioners.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

County \_\_\_\_\_ State \_\_\_\_\_

# *fedders*

A GREAT NAME IN COMFORT

HERE'S SOMETHING TO THINK ABOUT...

"over-the-fence"  
salesmanship



### ...IS IT WORKING FOR YOU OR AGAINST YOU?

An important *plus* value dealers get with the WHIRLPOOL franchise is the tremendous *customer satisfaction* generated by each WHIRLPOOL product. It is the kind of satisfaction that creates powerful "over-the-back-fence-talk" in *your favor* as a dealer in quality products!

Every model in the complete line of WHIRLPOOL home laundry equipment is a "star performer". For example, only the WHIRLPOOL Automatic Washer has *all* of these unmatched features... the *wanted economy* of Suds-Miser... the *extra cleanliness* of Seven Rinses... the *sanitary effect* of Ultra-Violet Lamp... the "step-saving" convenience of Cycle-Tone... the *super washing ability* of Agiflow water

action... the *lasting beauty* of Lifecoat finish... the *water saving* on partial loads... the *extra convenience* of automatic door release.

And there are many other features which add up to unmatched performance. Yes... it is the kind of performance that *keeps customers sold on WHIRLPOOL and on YOU*. Result? More good-will... more sales... more profit for you!

#### WHIRLPOOL CORPORATION

For Over 50 Years Manufacturers of the World's Finest Home Laundry Equipment

ST. JOSEPH, MICHIGAN, U. S. A.

IN CANADA: John Inglis, Ltd., Toronto, Ontario



# Whirlpool

WASHERS, DRYERS and IRONERS

The Line That Stays Sold!

Coolerator Kitty Says: **Check the features—  
Compare the prices—and you'll see why**

# Coolerator®

## PUSH-A-BUTTON ELECTRIC RANGE SALES ARE REALLY SOARING



The profit test for any appliance is its salability. Coolerator range sales for 1950 exceeded those of the previous year by 365%—triple the ratio of the industry as a whole. Week by week, 1951 sales are exceeding those of 1950. The range that has everything is the range that your prospects will want.

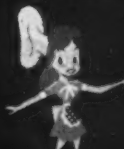
The beautiful new Coolerator Push-A-Button automatics have all the world's most wanted features. Best of all, every feature is easy to demonstrate and the advantages it offers are self-apparent. The new super-speed surface units are faster. 7-Heat Color Guide, Push-A-Button Controls are easier to use. The New Hidden-Heat, Radiant-Wall oven is larger—easier to clean—bakes, roasts and broils to perfection. The Magic Well-E-Vator is faster—more convenient than ever. These grand New Coolerators are automatic 5 ways. There are seven great new Coolerators to give you more to sell in every market. See them at your Coolerator distributor today and get all the details on Coolerator's New Profit Protection Program.

THE COOLERATOR COMPANY • DULUTH 1, MINNESOTA

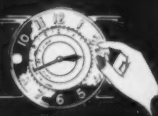
**ELECTRIC RANGES • REFRIGERATORS • FREEZERS**



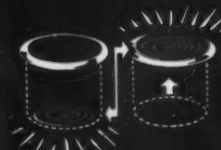
NEW 7-HEAT COLOR-GUIDE  
PUSH-A-BUTTON COOKING



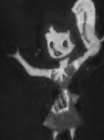
NEW HIDDEN HEAT  
RADIANT WALL OVENS



NEW 5-WAY  
AUTOMATIC CONTROLS



THE MAGIC WELL-E-VATOR



TO HARMONIZE WITH ANY KITCHEN





**KIDS ON THE SALES FLOOR** at Barker Brothers, Los Angeles homewares giant, started as the idea of a manufacturer's representative. By the time other makers were drawn into the campaign and Barker's got through promoting it, floor traffic had increased 1000 percent.

## THE KIDS TOOK OVER

By HOWARD EMERSON

Floor traffic increased 10 times over the normal Saturday traffic in the electric housewares department of Barker Bros., Los Angeles, as the result of a "Kid's Day" promotion so simple in idea that it could be adapted by almost any appliance retailer at little cost.

Eight teen-age boys were selected from local junior and senior high schools to be "salesmen for a day." At Barker Bros. downtown store these boys served as electric housewares salesmen for one day, for which each was paid \$10. Customers were given ballots on which they indicated their choice of the boys as the "best salesman". The winning boy received a \$125 scholarship fund in war bonds. All boys received as gifts the particular electric housewares they demonstrated.

A week before the promotion day, the boys had been guests at breakfast at a restaurant across from Barker's. At this meeting, each boy was assigned a "mother"—one of the salesladies from Barker's housewares department—and given a preview of the promotion and the duties each would perform. Each drew by lot one of the eight appliances to be demonstrated during the promotion: Proctor Neverlift Iron, Proctor Custom Toaster, Westinghouse Roaster-Oven; Hamilton Beach Mixer, Dulane Fryrite, Broilking Broiler, Farberware Automatic Percolator, Waring Blender.

On Saturday, Nov. 11, more than 500 people came to the housewares department of Barker Bros., compared to a normal of less than 50 on other Saturdays. These prospects watched and listened to the eight boys as they toasted and jammed bread, broiled hot dogs and chops, ironed shirts, blended fruits and vegetables, made french fries, baked cookies, mixed batter, served coffee. Dressed in white aprons over their regular clothes, and with tall chef's hats, they put in eight hours of demonstration and selling that amazed the visiting industry observers.

"If dealers who have their white goods salesmen pinch-hit on traffic goods would train those men to do the enthusiastic and good job of demonstration that some of these boys are doing, those dealers would double their electric housewares volume," said one manufacturer's man.

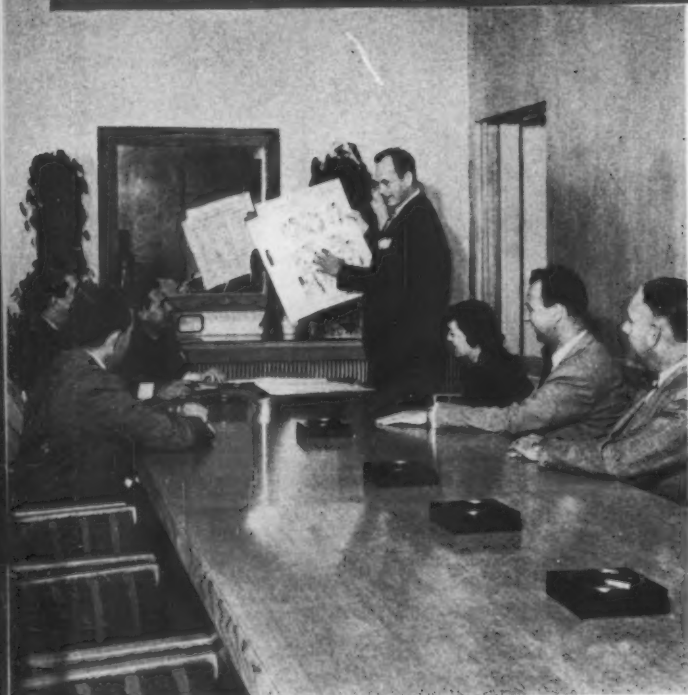
Results were above expectation, for the promotion had been staged at what was felt might be a ruinous time. Originally scheduled for a Monday, when it could benefit from Sunday advertising, naturally heavy traffic and evening opening, it was moved up to Saturday because of the problem of keeping the boys from school. Yet it pulled a prof-

itable crowd—on Armistice Day—in competition with a football game on TV and radioed football games from the East. At day's end, Barker Bros. executives were figuring "which store next?", and the manufacturers' men huddled to consider what little changes they would make when they did it again. One regional office prepared a detailed study to send to its other offices throughout the country. The promotion brought another concern's regional manager to LA by 'plane so that he could study it in person and consider it for use elsewhere on the West Coast.

The "Kid's Day" promotion was the idea of Robert H. DeWalt, western region sales manager of Proctor Electric Co., who sold John F. Stang, housewares buyer and other Barker Bros. executives on testing it at the downtown store. Realizing that neither Barker Bros. nor Proctor would be justified in handling the cost and the work of the promotion for one limited line, an opportunity to share in it was offered to the representatives of some other electric housewares manufacturers with non-competing lines. As a result, the backing of six manufacturers' regional offices was added to the guiding efforts of Proctor, the advertising and promotional departments of Barker Bros., and the cooperation of the Los Angeles Dept. of Water and Power, and the Los Angeles Electric League.

HOW KID'S DAY WAS PLANNED AND HOW IT WORKED →

## KID'S DAY GREW FROM A MANUFACTURER'S IDEA



**1. OPPORTUNITY** to participate was offered by Proctor's Robert DeWaldt, originator of the idea at a conference including Jack Booth, Proctor; Paul Bradner, Westinghouse; John Rogers, Fryrite; John Stang, Barker Brothers; Dorothy Huse, Proctor; Bob Brehm, Broilking; and Herman Drayer, Farberware.



**2. ADVERTISING** by Barker Brothers preceded the promotion, of course. A full-page in metropolitan papers pictured the eight teen-age salesmen and invited the public to come in and vote for the best. Supervising are: Barker copywriter Joe Vodneck, housewares manager John Stang and Proctor's Jack Booth.



**3. PUBLICITY** included a spot on a television program, Barker Brothers' own home economics show over station KTL. Two of the young "salesmen" appeared as guests, one of whom was Walter Roman, here getting cues from the studio director and motherly corrections in his appearance from Dorothy Huse.

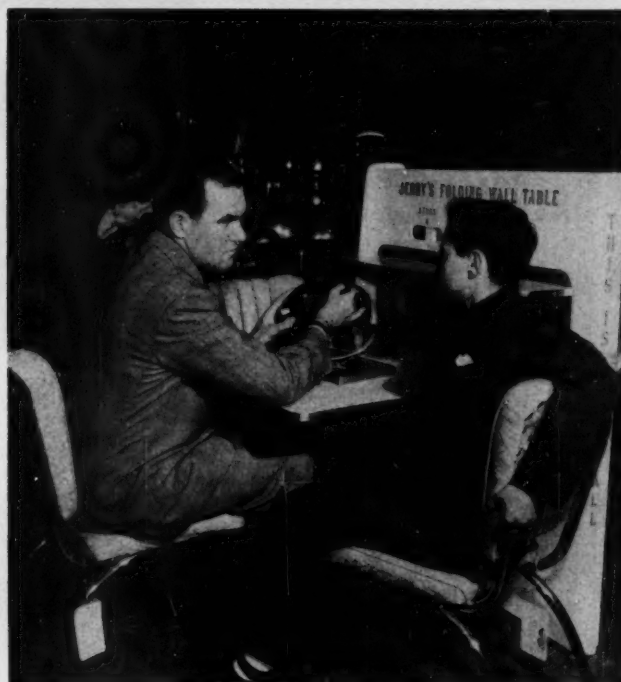


**4. COMPETITION** developed between participating manufacturers as each sought to make sure that his boy got plenty of attention, traffic and sales. Paul Bradner of Westinghouse and Ruben Simonian prepared a mimeographed throw-away which Simonian distributed through classmates at Kern Junior High School.

## KID'S TRAINING WAS BRIEF BUT STIFF



**1. DEMONSTRATION** techniques were taught student Walter Roman of North Hollywood Junior High School by his assigned "mother," saleslady Mrs. Noreen Rogers, who showed him how to put the Proctor Custom Toaster through its paces and briefed him on catching and holding prospects' interest.



**2. THE PRODUCT STORY** was imparted to young Roman by Jack Booth, district manager for Proctor, who showed what makes the toaster work and how, as a salesman, he could use his knowledge of construction to enhance his sales story and demonstration. Desire for \$125 prize helped Roman absorb information.



**3. HOME STUDY** helped Roman retain what he had been taught by Mrs. Rogers and Booth. With a toaster and all the Proctor literature he prepares himself for his one-day career in selling. In the background Mrs. Huse has Roman's mother sign a release, work permit, social security, and other forms.



**4. READY TO GO,** Roman's work center is double-checked before the store opens on Kid's Day by Roy Crippen, dealer representative of the Department of Water and Power, and Mrs. Huse, while Mrs. Rogers makes sure that his personal appearance is perfect. Pictures on next page show the results of Roman's training.



**The Kids Took Over**  
(continued)

**KID'S DAY  
SALESMAN DOES  
A MAN-SIZED JOB**



**1. STARTLED PROSPECT** stops when Walter Roman offers her hot toast and jam, successfully competing for attention with Broilking's hot dogs, Fryrite's french fries, Westinghouse's cookies, and other foods.



**2. "TRY SOME,"** says Walter, thus putting to use his training to hold his prospects while he tells his story. He shows varieties of toast while Mrs. Rogers supervises silently in background.



**3. LIVE DEMONSTRATION** comes next as Walter changes pace with action, showing the customer how she can make special toasts for any occasion, turning out the type of toast she says she likes best.



**4. HE CHANGES PACE** again, this time switching to the product story and showing (on a cold toaster) the simple mechanism that gives the prospect the toast she wants with a minimum of trouble.



**5. BOLDLY** attempting the most difficult part of selling, the close, Walter brings up an attractive box for the toaster, tells the prospect that it can be neatly wrapped for her to take home with her **right now**.

**6. SUCCESS COMES** when Mrs. Rogers legalizes the sale by taking the order. Every teen-age salesman made his quota, won the appliance demonstrated.



**7. THE PAYOFF** for Walter's study and hard work is his election by the day's shoppers as the best of the teen-age salesmen. Although footsore and weary, he is still able to smile with the enthusiasm that helped him win as Barker Brothers vice-president Fred Dilg presents him with \$125 savings bond. **END**





FIRST DAY of manager Ben Wurtzel's (second from left) coffee party brought in 300 coffee-loving prospects, resulted in sales of 16 Sunbeam coffeemasters.

## Free Coffee Finds 300 Prospects

**Ben Wurtzel of Edwards Jewelry Co., Kankakee, ran one ad to plug its coffee party and sold \$520 worth of coffeemakers in one day**

WITH \$6 worth of coffee, \$2.40 worth of cream and \$9 worth of doughnuts, Ben Wurtzel of Edwards Jewelry Co., in Kankakee, Ill., (pop. 22,250) recently made a splash that helped to drown out the store's small appliance competition.

The store simply advertised, inviting the public in and see how an automatic coffee maker worked and taste the product. Free coffee and doughnuts were handed out to three hundred visitors.

"As a result, we sold 16 coffee makers at \$32.50 apiece the first day," declared Mr. Wurtzel.

Strategy of the firm is to snap off this sort of promotion within two days. Its managers have learned that the public will stream in for a couple of weeks asking to get under the wire on the proposition. Edwards Jewelry does from \$25,000 to \$30,000 a year in small appliances. They amount to one-sixth of their business and this particular branch is the most active, appliance-wise, of any of the 12 stores.

At no time during the promotion were the salespeople swamped and a couple of coffeemakers took care of the crowd. Best prospects were working women and coffee lovers.

The aim of the promotion was to smack the Kankakee public with big advertising and put the unique proposi-

tion over clearly. Mr. Wurtzel feels that there are always a number of people ready to buy and an indirect, no-obligation ad will bring them to a decision.

### "50¢ Down and 50¢ a Week"

"The most important thing in an ad to us is 50¢ down and 50¢ a week," he said. "After all, we want to get solid family people on our books. Anyone buying a coffee maker or an electrical appliance has a kitchen and is obviously a reasonably solid citizen. We want to get him in the habit of coming in."

When the same idea was tried with shavers, the firm sold 24 in one day. Half a dozen were lined up on the counter and copy was run explaining that the Edwards Jewelry Store was looking for tough whiskers. A little alcohol permitted sterilization of the shavers between "customers." At times, the six demonstrators were all going at once.

At every step in the game terms are stressed and the fact emphasized that there is no carrying charge. Half of the small appliances go as gifts, the rest are taken home for use. Free gift wrapping is an added inducement, but Mr. Wurtzel is frank in declaring that his firm, a credit jewelry house, does

(Continued on page 200)

## Edward's IS THROWING A PARTY

SATURDAY AND MONDAY, OCTOBER 1st AND 3rd

to demonstrate the new Sunbeam Coffeemaker

You Are Invited To Be Our Guests For Coffee and Donuts

PERFECT COFFEE EVERY TIME!

# Sunbeam COFFEEMASTER

NO GUESSWORK... NO WATCHING... COMPLETELY AUTOMATIC

TASTIN' IS BELIEVIN'



No Blending!

No Guessing!

Simple as ABC

IF YOU WANT OUR COPY... SEE THE MAN

EDWARDS JEWELERS  
220 East Court  
Kankakee, Ill.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_

MIN. WHITE DRESS, the Sunbeam Pattern, all to be made in all of our and to demonstrate how simple it is to make coffee the Automatic Sunbeam way.

Edward's JEWELERS  
220 EAST COURT

\$32.50  
CASH OR EASY TERMS

NO CHARGE FOR CREDIT  
\$1 DOWN  
"TAKE IT HOME"

RUN ONCE, this advertisement, a full page in the Kankakee (Ill.) Journal, was all the public announcement needed for Edwards Jewelry's two-day promotion.

**FREE G. E. TELEVISION QUIZ CONTEST**

NOTHING TO BUY. NOTHING TO WIN. BUT A CHANCE TO WIN A FREE G. E. TELEVISION SET. THE QUIZ CONTEST IS THE ONLY WAY TO WIN A FREE G. E. TELEVISION SET. THE QUIZ CONTEST IS THE ONLY WAY TO WIN A FREE G. E. TELEVISION SET.

AND HERE ARE SOME OF THE PRIZES:

**FREE PRIZES LOCAL CONTEST**

**OVER \$1,000.00 ABSOLUTELY FREE**

**JOIN THE LOCAL CLEVELAND CONTEST**

<b>SUPREME</b> TELEVISION STORE 1000 WILSON AVE. Cleveland 17, Ohio Phone 4-1234	<b>SCHWABZ</b> FURNITURE CO. 1000 WILSON AVE. Cleveland 17, Ohio Phone 4-1234	<b>AL MAER</b> JEWELRY 8952 Broadway Cleveland 17, Ohio Phone 4-1234	<b>ROBERT W. LITTLER</b> WIRE APPLIANCES, INC. 1000 WILSON AVE. Cleveland 17, Ohio Phone 4-1234
<b>TAYLOR BROS.</b> APPLIANCES 1000 WILSON AVE. Cleveland 17, Ohio Phone 4-1234	<b>JOHN LORAIN BROS.</b> FURNITURE 1000 WILSON AVE. Cleveland 17, Ohio Phone 4-1234	<b>JOHN LORAIN BROS.</b> FURNITURE 1000 WILSON AVE. Cleveland 17, Ohio Phone 4-1234	<b>JOHN LORAIN BROS.</b> FURNITURE 1000 WILSON AVE. Cleveland 17, Ohio Phone 4-1234
<b>WETZ BROS. CO.</b> 1000 WILSON AVE. Cleveland 17, Ohio Phone 4-1234	<b>SAGI BROS.</b> FIRE & APPLIANCE 1000 WILSON AVE. Cleveland 17, Ohio Phone 4-1234	<b>JOHN LORAIN BROS.</b> FURNITURE 1000 WILSON AVE. Cleveland 17, Ohio Phone 4-1234	<b>JOHN LORAIN BROS.</b> FURNITURE 1000 WILSON AVE. Cleveland 17, Ohio Phone 4-1234
<b>JOHN LORAIN BROS.</b> FURNITURE 1000 WILSON AVE. Cleveland 17, Ohio Phone 4-1234	<b>Schwab Electric</b> 1000 WILSON AVE. Cleveland 17, Ohio Phone 4-1234	<b>EGGERT BROS. CO.</b> 1000 WILSON AVE. Cleveland 17, Ohio Phone 4-1234	<b>JOHN LORAIN BROS.</b> FURNITURE 1000 WILSON AVE. Cleveland 17, Ohio Phone 4-1234
<b>JOHN LORAIN BROS.</b> FURNITURE 1000 WILSON AVE. Cleveland 17, Ohio Phone 4-1234	<b>JOHN LORAIN BROS.</b> FURNITURE 1000 WILSON AVE. Cleveland 17, Ohio Phone 4-1234	<b>JOHN LORAIN BROS.</b> FURNITURE 1000 WILSON AVE. Cleveland 17, Ohio Phone 4-1234	<b>JOHN LORAIN BROS.</b> FURNITURE 1000 WILSON AVE. Cleveland 17, Ohio Phone 4-1234

NEWSPAPER AD announcing the G-E TV Quiz Contest not only named the 19 participating dealers, but also showed, by individual maps, their location.

By WALTER RUDOLPH

FOR several weeks early this winter thousands of TV-conscious prospects in Cleveland were barged with full-page advertisements that laid out over \$1,000 in good, solid prizes—to those readers who were curious enough and skilled enough to go after them. Hundreds of prospects got into the swim, and 23 of them bobbed up with various kinds of booty, topped by a 17-inch G-E console TV set.

That was General Electric Supply's TV Quiz Contest—as consumers saw it. But this was the framework and the effects as planned by G-E Supply:

1. For every actual entrant, the G-E TV Quiz Contest polled uncountable thousands of interested persons, who couldn't possibly miss the full-page, classified advertisements —

spotted right next to the comic pages in the Cleveland Plain Dealer (a leading Ohio daily, with circulation in the hundreds of thousands.)

2. Ad readers found very explicit, easy-to-read maps, showing the exact location of G-E contest dealers in their neighborhoods. Some of these dealers won't be surprised to have customers walk in next spring, as a result of learning of their location through the contest.

3. Contest questions were pointed up to excite real interest in G-E television, as well as other appliances. Questions like these banded about a family breakfast table, or living room, are of inestimable value in "educating" prospects as to what to look for in the TV set (or any other appliance) that will be bought, in the future.

4. Dealers themselves found that they had to do a little research to keep up with the curious prospects who plied them with contest questions. Thus these dealers, and salesmen working for them, acquired a better working knowledge of products they want to sell.

5. Although the actual worth of the contest could not be measured in terms of dollars and cents to dealers and the GE distributor behind the promotion, the results certainly include an increase in G-E prestige, dealer prestige, and a long-range benefit that will come from the "educating" process and store traffic that was stimulated through the contest.

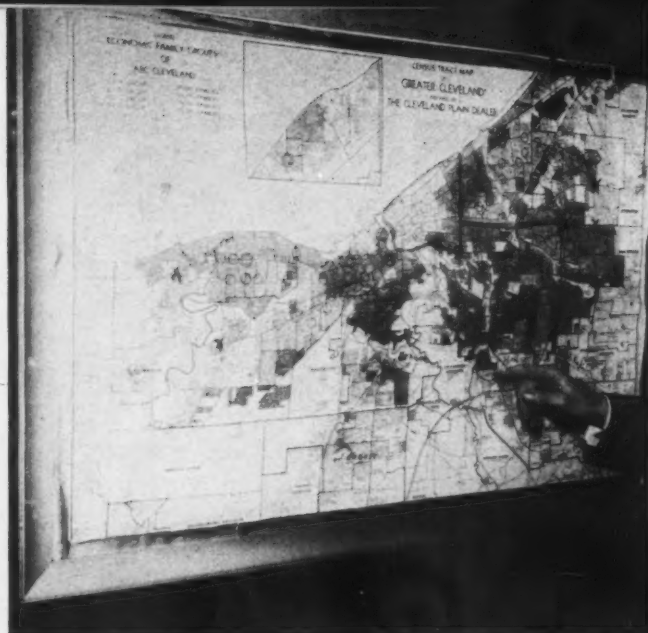
"In all fairness, we must admit that an active classified space salesman on the Plain Dealer supplied the pro-

motion idea," says Ben Boynton, advertising manager, General Electric Supply Corp., 4958 Woodland Ave., Cleveland. "Bob Brown was the man who worked out the contest's physical structure with us, and did most of the leg work, putting it across to the dealers."

#### 19 Dealers Participate

Here's how the deal was set up: From a map of Greater Cleveland, hanging on the wall of Boynton's office, he and Brown selected 19 dealers in good representative trade areas. The job wasn't too easy, as this distributorship includes some 150 stores. But major and secondary trading sections of the city were thought to be most fruitful.

Brown and Boynton then sold the



SELECTION of the 19 dealers out of 150 in the area was a tough job and the responsibility of Ben Boynton, G-E Supply advertising manager and guiding

# Newspaper Quiz Jumps Traffic

A newspaper space salesman had an idea—and 19 Cleveland, Ohio, dealers got aboard a promotion run by G-E Supply which made thousands of prospects familiar with their nearest dealers and the products they sell

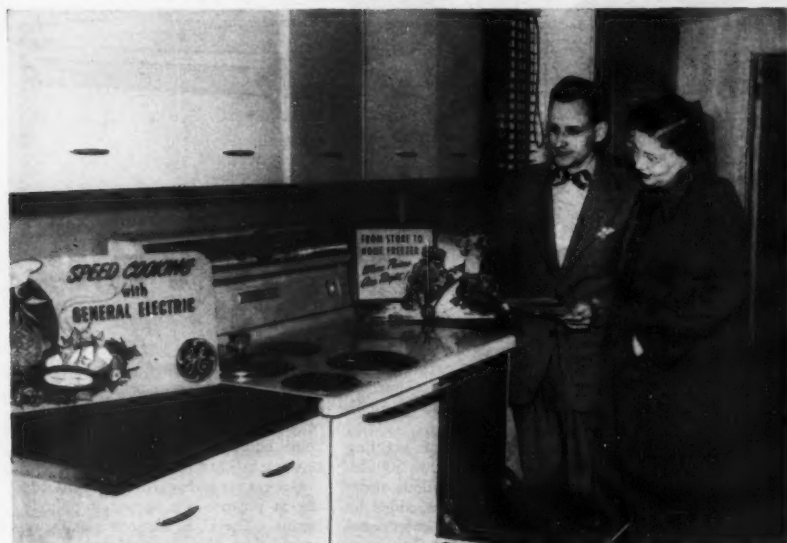




genius of the promotion. He concentrated on heavy shopping areas.



**ANSWERS** to some quiz questions could only be obtained in stores, and this couple visited Dealer Ed Orosz' Supreme Television Stores to find out the TV cabinet finishes available.



**INTEREST** in products other than TV was an inevitable benefit of the promotion. Roger Munson of Home Arts & Appliance Co. got some of quiz entry prospects back to look at his G-E kitchen.



**"WHY** is the G-E clock radio called the world's most useful radio?" A visit to a dealer store brought the answer.

dealers on the idea of a package promotion, running about \$306 for advertising, and \$330 if prize merchandise were included in the package. This was co-operative advertising, of course, as is familiar with all distributors. Three top prizes were included in the package.

The contest rules were simple. Judging was based on correctness, originality, neatness and promptness. There was nothing to buy, and anyone could win. Judges were impartial persons, chosen by the *Plain Dealer*.

Contestants had to write the answers to 10 questions and mail the entry to the newspaper. On the back of the mailing envelope, the answer to question No. 1 had to be repeated. This question was:

"What is the name of the G-E dealer

listed below nearest to your home?"

This was the biggest point, perhaps, of the whole contest—identity of the nearest G-E dealer to thousands of newspaper readers. It was only natural for a reader to scan the neat maps of individual areas of Cleveland in the page advertisement, whether or not the contest was entered. This answer on the back of the envelope helped contest personnel to quickly place the location of the entrant, too.

On the whole, the gamut of questions left no doubt as to the sponsor of the event:

"What is the model number of the least expensive current line G-E television sets?"

"What are the titles, stations and times of the two television shows that G-E sponsors?"

"What kind of cabinet finishes do G-E television sets have in the current line?"

"What is the television quiz 'Mystery word,' (each dealer had one) displayed at your nearest neighborhood G-E dealer listed on this page?"

"What is the prize that your nearest G-E dealer is sponsoring as his district prize?"

"What is the name of the latest major development in G-E television tubes?"

"Why is the G-E Clock-Radio called 'the world's most useful radio?' (Answer in one sentence.)"

"(Finish this phrase) G-E television receivers can be identified by the by-line 'Black.....'"

"What is the standard factory warranty on all G-E television sets?"

Ed Orosz, manager of Supreme Television Stores at 16509 Kinsman Rd., Cleveland, was happy about the TV Quiz Contest: "That bit about clock-radios sold some of them, and of course the follow-ups, and the interest in other G-E appliances, were all benefits of the contest."

#### Store Identity

Roger Munson, of Home Arts & Appliance Co., 2279 Lee Rd., Cleveland, another dealer who cooperated, was enthusiastic, too. "Look up your nearest G-E dealer, was the part I especially liked. Why, we had people in here, living just a block or so around the corner, who were glad to learn of the location of a G-E appliance store. Store identity means a lot to all of us!"

End

**LABOR-SAVING EQUIPMENT** is money-saving equipment. By the time the nail-chewing dealer who is using old-fashioned muscle power to load his truck has compensated for appliance damage and paid off his Samsons, most of his profit will be gone. But the little fellow using the elevator, who spent much more initially, will have a fatter profit at the end of the year.



# Saving

**Materials handling no longer requires muscles. Plus the obvious savings of time and strength, modern equipment eliminates physical injuries to workers, cuts down on delivery damage to appliances and releases employees for other jobs**

**By TOM F. BLACKBURN**

**S**OONER or later most dealers wonder if they are in the trucking business instead of the appliance field.

For theirs is the job of juggling merchandise that weighs up to 500 lbs. They must move it up perilous stairways, dodge costly damages, aided by amateurs instead of by professional roustabouts. Unprotected by insurance, they must take the risk of ruined appliances.

The bottleneck of the appliance handling business is manpower.

Only about five out of 100 run-of-mine men are husky enough to toss about 100-lb. loads. Small dealers are

still more handicapped. Their deliveries are made by guys who were hired as radio technicians, service experts, or salesmen. They do not necessarily come equipped with muscles and the heaving is hard on them.

Occupational hazard of weight lifting is rupture—or to put it politely, hernia. The U. S. surgeon general reported that 23 percent of our drafted men have hernia. From one-eighth to one-sixteenth of the human race—280,635,850 people—is ruptured. One male in 13 and one woman in 52 is ruptured, says another authority.

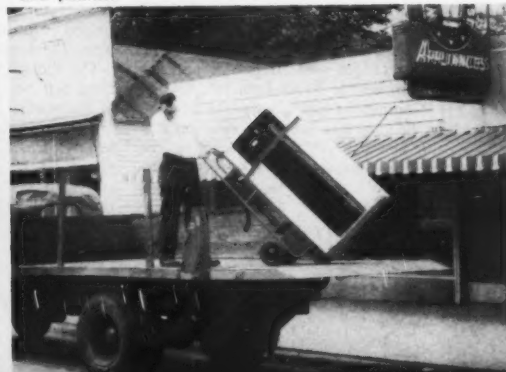
Alfred H. Jason in his book on hernia declares that 25 percent of the

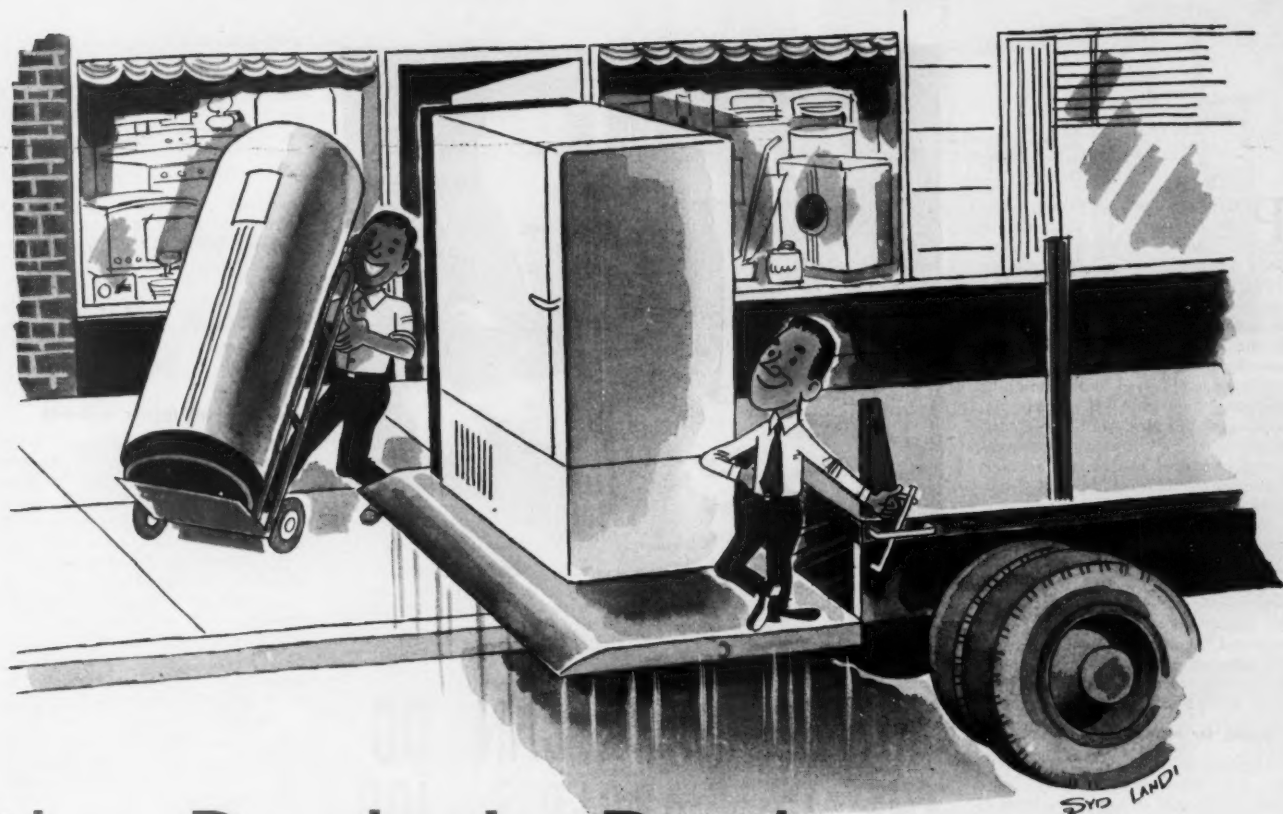
## How a Lift Gate Works

**THE TAIL GATE** lets down flat on the ground where it is easy for the appliance handler to push equipment aboard.

**ONE MAN**, standing on the tail gate with the appliance, pulls a lever and the gate rises like an elevator. Cost: \$600.

**HYDRAULIC PRESSURE** has done all the work and now the one man has merely to wheel the refrigerator into position.





# the Dealer's Back

men from 21 to 30 are ruptured, 30 percent of those from 31 to 40, and 24.5 percent of those from 41 to 50. Aside from the claims such troubles make on workman's compensation insurance (\$500 average), accidents like this slow up an individual's efficiency—and the dealer takes the loss.

The fact is, appliance dealers and their men do a lot heavier lifting than the insurance companies approve. The Metropolitan Life Insurance Co., whose statistician is Louis J. Dublin, says this about weight lifting:

"Theoretically, all loads should be based on physical data related to the individual adult worker. In practice,

adherence to this principle is not always possible. The suggested load should therefore be considered as indications only of limits:

Men	130 lbs. compact load
Women	65 lbs. intermittent work
	50 lbs. continuous work
Young persons, 16 to 18 years (male)	60 lbs. intermittent work
	45 lbs. continuous work (female)
	56 lbs. intermittent work
	40 lbs. continuous work
Young persons, 14 to 16 (male)	35 to 40 lbs.
	(female)
	35 to 40 lbs.

"Not only is the weight of a single load important, but the total weight lifted or carried daily must be estimated. If lifting or carrying forms a substantial part of the work, the daily total will show surprising figures amounting to many tons."

Boys, in their anxiety to prove their strength, often attempt too much when the size of the load is left to their choice. For their protection, there are laws safeguarding young persons in this respect.

The rapid acceptance of weight lifting machinery came with the war, when cost was of no importance and manpower was scarce. One of the

first appliance firms to adopt this equipment was the Lazarus warehouse in Columbus, Ohio, which today could juggle appliances with the assistance of a troupe of Singer midgets, if necessary, so completely is the place mechanized.

## The Fork Lift Truck

In factories and distributors' warehouses the fork lift truck is a popular workhorse today. It is particularly effective in piling appliances up in compact arrangements, and a great space saver. It reaches into box cars and snakes out merchandise. It will

(Continued on page 184)

## Three Types of Dollies

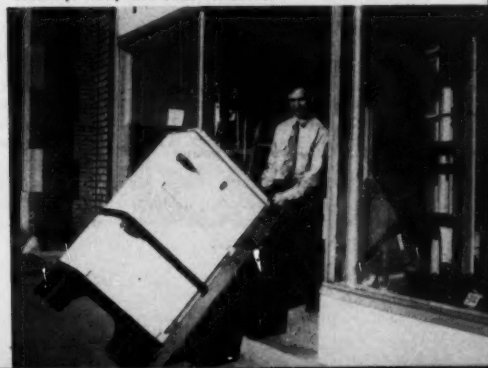
**NARROW** and light in weight, this dolly has curved rests to hold water heaters, big tires for obstacle jumping and runners for sliding on stairs.



**INTERIOR MOVING** is simplified by this narrow, light dolly with small wheels. Note pads which protect appliances from scratches, mars, cold damage.



**SOLID AND COMPACT**, this dolly provides a firm rest for heavy refrigerator. Strap holds appliance securely. Dolly will slide on stairs.





**P**ULL up a chair and listen when you can get A. L. McCarthy to tell you how to do business. For he is reputed to have made \$1 million selling vacuum cleaners and was ringing Baltimore doorbells and selling cleaners by home demonstration back in the days when most of us were wearing three-cornered pants.

"There is never an ideal time to do business," he says. "When manpower is plentiful, you always meet resistance in the home—when canvassing manpower is scarce, as now, the average housewife is an easy prospect for a quick sale."

We are in one of those periods of manpower scarcity, he states. We are also in an era when dealers and distributors have gone chasing madly after television, leaving vacuum cleaners and other good appliances badly neglected. And don't forget, he adds, it's quite as important to the family to have its chores done quickly and easily as to be amused.

#### Strong for Newspaper Advertising

The most effective way to get crowds into your store, to line up business today is through newspaper advertising. "Don't misunderstand me," he adds, "it can be wasted as well as effective. It's knowing what makes copy click—what causes it to produce good prospects immediately and in number. The basic trick is to advertise a \$100 piece of merchandise without divulging the price, and so excite curiosity about the price that they will telephone at once to find out and thereby expose themselves as good hot prospects."

Next, you must have a big enough ad to tell your story well, dominate a page and make your proposition look important. "You can't kill elephants with peas," declares Mr. McCarthy.

Also, you must jockey with the newspaper for ad position. Monday is a good day for ads that request prospects to telephone at once. Newspapers are generally thin on Monday, carry less advertising, and you stand more chance of getting a preferred position. Monday night is an evening spent at home by most people and, Mr. McCarthy believes, papers are better read on this occasion. He likes to have his advertising seen by accident and therefore insists on outside position whenever possible. Stay out of women's sections, he advises, because you lose half your readership, as men seldom look at them. Men are just as good prospects for appliances as women, Mr. McCarthy thinks. The back page is the space that pays off best. A right hand page up front is next best.

#### Good Copy May Be Re-run

Most successful copy that Mr. McCarthy has prepared is a proposition that combines three features—an



**THE BEST WAY** to get crowds into your store, says Eureka's A. L. McCarthy, is through newspaper advertising built around the basic trick of advertising a piece of merchandise without revealing the price and so exciting curiosity that prospects will telephone at once to find out.

## ADVERTISING CAN DO THE CANVASSER'S JOB

The tried and proven formula outlined here by A. L. McCarthy, Eureka's executive vice-president, will not only replace door-to-door salesmen during a manpower shortage, but also will produce sales at lower cost

introductory offer, 10 days' free trial, something free as a premium and a special on one model. His ads also emphasize a small deposit and a liberal trade-in allowance.

The McCarthy belief is that when a proposition is effective the ad need not be changed and can be repeated with uniform results.

With good copy, telephone calls begin to come in immediately after the appearance of the newspaper. The number of prospects will vary with the city circulation of the newspaper, the character of the circulation and the position of the ad in the newspaper. These factors all can be reduced to a simple formula to forecast the number of prospects which will be obtained in five days.

#### High Space, Low Sales Cost

"When you use newspaper advertising to get leads," says Mr. McCarthy, "your advertising expense per prospect may be relatively high. On the other hand, your sales expense is low. An outside canvassing salesman very often gets as much as 30 percent for ringing doorbells on a vacuum cleaner deal,

but on sales made from advertising leads an inside man may get 10 percent."

Supreme skill is required in handling the telephone inquiry when it comes in and the prospect inquires immediately, "What's the price?"

Mr. McCarthy says, "Don't quote price immediately to any one calling in and asking for it. The best way to keep from answering such questions is to ask questions. If you must give the price, do so, and immediately ask, 'What kind of a cleaner have you now—how old is it?' etc. Keep the conversation going by asking questions. Find out where they live, name, address and phone number, and make an appointment for a home demonstration."

Should the prospect ask, "What kind of allowance will you make on my old cleaner?" the answer should be "We'll make you a good deal—I'll have our estimator take a look at it right away."

Getting the name and address from a telephone ad-prospect calls for strategy. Find out first the time the prospect would prefer to have a home demonstration or have her old cleaner

examined for trade-in allowance—morning or afternoon. Next get street address. Follow this with inquiry as to name, and phone number. If the prospect says, "I must talk to my husband first," jump in quickly with, "Fine, wouldn't you like to have your husband see the demonstration, too?" Then press for an evening demonstration.

#### Telephone Inquiry Important

Smart telephone salesmen often guide conversations with, "Which side of the city do you live on? We have several men out making home demonstrations, and one of them may be in your neighborhood right now."

A Chicago angle, originated by Eddie Bonfield, consists of informing the telephone prospect immediately, "Aren't you lucky! You're No. 67 today. You just won yourself a big \$1.25 can of rug shampoo." This puts the prospect in a good mood and generally leads to an easy appointment for a home demonstration.

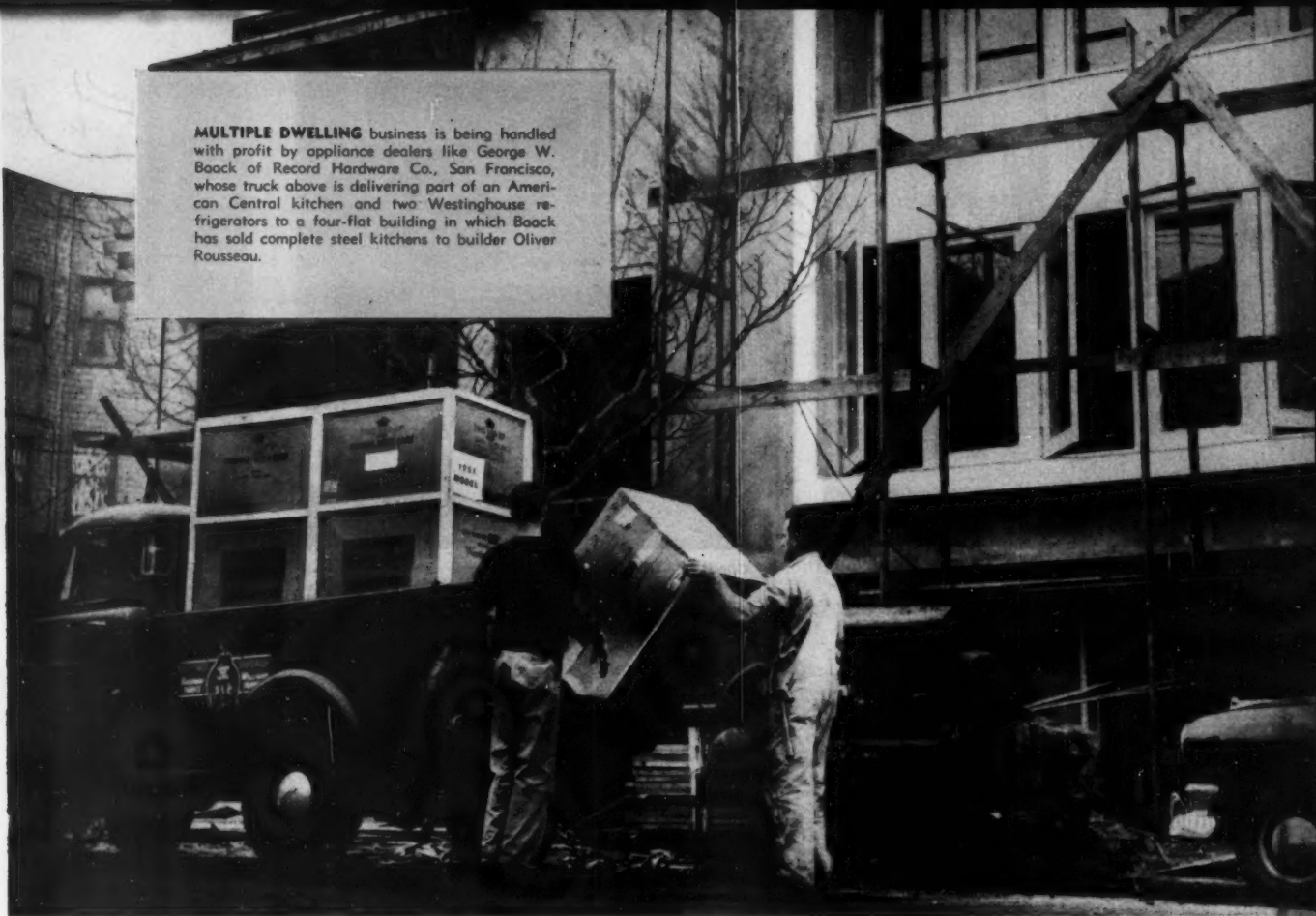
A. L. McCarthy, who today is executive vice-president and general sales manager of the Eureka Division of Eureka-Williams Corp., Bloomington, Ill., learned the art of selling while a student at Wooster College, Wooster, Ohio. As a member of a group of students he sold the *Century Book of Facts* during the summer seasons and was trained in the old American House hotel by a top flight book manager from Cleveland. He dipped into the stock and bond business at Canton, Ohio, and then joined with Fred Wardell in the Eureka cleaner business. That venture made them both rich men.

He credits Harry Boyd Brown, long associated with Philco, as the man who taught him his promotional style of retail advertising. Once Mr. Brown was asked to announce the opening of a new Eureka store in Detroit. Out came the copy reading, "Ten days free trial, \$5 down, offer expires at (blank) date." The address was given but no price quoted. "You have said nothing about our new store," protested Mr. Wardell. Replied Brown, "People don't give a damn about your store. They want to know about your vacuum cleaner, what it will do, what it costs and how they can try one on 10 days free trial."

When the original small ad appeared in the *Detroit News* the telephone immediately started jumping off the desk. That gave A. L. McCarthy an idea he has always remembered and today he still finds it works around the clock in any city, and anywhere.

In his 38 years of appliance experience, he has never forgotten the strategy that makes retail advertising profitable, and feels today that it is needed more than ever to replace normal canvassing manpower in appliance stores. *End*

**MULTIPLE DWELLING** business is being handled with profit by appliance dealers like George W. Baack of Record Hardware Co., San Francisco, whose truck above is delivering part of an American Central kitchen and two Westinghouse refrigerators to a four-flat building in which Baack has sold complete steel kitchens to builder Oliver Rousseau.



# The Dealer CAN Handle the Multiple Sale

Proof that sales to builders can be handled both efficiently and profitably by the appliance retailer is evident from the operation of George Baack's Record Hardware Co., San Francisco, which is realizing an extra \$150,000 a year

By **CLOTILDE G. TAYLOR**  
Photographs by **Howard Emerson**

**R**ETAIL dealers can sell appliances and kitchen cabinets in quantity to the builders of multiple unit dwellings or speculative tracts of homes, if they are set up to do it. And the importance of these dealers will grow as a large part of residential building is supplanted by priority construction of multiple unit dwellings for defense workers and for the families of military personnel.

While some dealers refuse to set up their organizations to handle such sales, and in spite of some distributors

and factory branches which contend that no dealer can handle quantity sales satisfactorily, such a retailer as George W. Baack, owner and manager of Record Hardware Co., San Francisco, is grossing nearly \$100,000 yearly from the sales of cabinets and appliances to builders, plus another \$50,000 from the sales of appliances to those people who buy or rent units from these builders. This is in addition to Baack's regular volume as a middle-size dealer in appliances, hard-

(Continued on next page)



**1 CONTACT.**—The appliance dealer must seek out the builders, using building permits and his own observations to locate the active ones. Baack double checks his catalog sheet preparatory to a call on R. E. Nolan, San Anselmo builder.

**SELLING BUILDERS IS A SPECIALIZED JOB** ▶



**2 SELLING.**—The dealer must sell the builder not only on the lines that he carries, but also on the store's reputation. Baack tells builder Nolan how the use of steel cabinets will save money on his new 20-home project.



**3 CONSULTATION.**—After the sale, the dealer must work closely with the architects to see that the plans are correct to take his cabinets and appliances. He must be on call when they need cabinet dimensions, advice, etc.



**4 PROGRESS** of construction needs the dealer's frequent visits to check on when each unit will need delivery. Baack

## SELLING BUILDERS IS A SPECIALIZED JOB

### The Dealer CAN Handle the Multiple Sale (Continued)

ware and homeware in the thickly settled North Beach neighborhood of San Francisco.

Branching into the selling of kitchens and appliances to builders was a natural development for Baack's Record Hardware Co., which under his father's ownership had begun as a supplier of builders' hardware during the rebuilding of San Francisco after the 1906 earthquake. George Baack's engineering training and his long association with construction made it possible after World War II for him to

look to the builders as a large, untapped market for the appliance dealer. With good lines in his store—American Central kitchens, Westinghouse refrigerators and laundry equipment, Hotpoint refrigerators and dishwashers, Crosley refrigerators and ranges—he started promoting kitchen installations to those builders to whom he already was selling builders' hardware. The success prompted him to go after other builders, selling them on the basis of the quality and completeness of service he was able to provide. As a result, under Baack's supervision, the store is run by sales manager Al Cipparrone, with Bruno Montelli managing hardware and paint sales, while Baack gives a great deal of his per-

sonal attention to the builders' market.

For the dealer who is prepared to sell and service the builders, there are but few limitations. Anything the average building contractor is willing to tackle, Baack considers his meat. Nor is there a geographic limit. It has happened that most of his jobs have been in San Francisco and in Marin County across the Golden Gate Bridge. But occasionally he has furnished complete kitchen installations for building projects in other sections of California. And he made one shipment of eight ranges and water heaters to Saudi Arabia.

A major part of the market is the speculative builder, who may be erecting a duplex, or a whole tract of in-

dividual homes, expecting to sell them before they are completed. Then there is the architect or builder who builds or remodels houses on single lots for later rental or resale. There is the contractor who is putting up a series of homes or a block of flats for an owner. Occasionally there is an apartment house.

Credit controls have not stopped the volume of business. There is still a considerable demand for housing and many owners are building now because they want to get in before any more drastic measures further hinder operations. There is already construction enough under way to mean a considerable market for some time to come.

Baack keeps closely in touch with

## SALES TO BUILDERS LEAD TO CONSUMERS

**1 PROSPECTS** for more kitchen appliances are obtained from the builder as each unit is sold. Baack gets a name from Nolan's tract chart, will try to sell buyer a dishwasher or dishwasher sink.

**2 DEMONSTRATION** is immediate when new owner moves in. In new American Central kitchen of Mrs. Ruby Moore, Mill Valley, Calif., Baack shows how to use Hotpoint dishwasher, will double check operation.

**3 OTHER NEEDS** are surveyed. Confidence that new owners get from Baack's kitchen installation enable him







looks over the job plans with foreman Gordon Mahar on a multiple unit job for which he is supplying the appliances.



**5 CHECKING.**—Each kitchen should be checked by the dealer when studding is completed. Above, Baack finds that kitchen window has been framed too low to permit scheduled installation of an American Central sink.



**6 INSTALLATION** advice is needed frequently because many builders' men are not always experienced on metal cabinets. Even with lots of experience, the workman needs Baack's advice on arrangement of corner section.

his builder market. He keeps records in his office which give him a line on building activities; he watches building permits—most important of all, he makes frequent personal calls in the field. Most of his firm's promotions and advertising expenditures are directed toward the builder group. He takes space in home shows which builders attend. He keeps a direct mail contact with the firms he knows, telling them of new developments in appliances, installation methods or services. He and his field staff keep in touch with the men who are doing the construction work of the area.

Personal calls uncover opportunities long before they appear in building permits. They enable Baack to pre-

sent his organization to a new firm in a light which appeals to the builder, making clear that the dealer has the merchandise which the builder needs and that he can render a service in supervising kitchen and laundry installations which will save the builder money.

A knowledge of the building field gives Baack a background on which to base judgment as to the worth of any firm as a customer. Not every builder is a desirable prospect. There are concerns which are pretty shaky financially—and it is no help to a dealer to get a lot of kitchen cabinets installed in a project just before the irresponsible contractor goes into bankruptcy.

Steel cabinets are the backbone of

his approach on a kitchen job. The builder may or may not be installing appliances, but in any case he will be fitting up the kitchen with cabinets and cupboards. Baack has the American Central line and he knows the builder's problem sufficiently well to be able to talk savings in builder's hardware, in expensive millwork and in labor costs. Whether or not he sells the kitchen appliances at this stage, to sell and supervise the installation of cabinets means that he has an opportunity to make sure the layout is such that room is left for appliances to be added later.

Once a job is agreed upon, Baack goes over the blueprints and makes suggestions which will save time and

money later on. These may involve thickness of walls, height of windows, space left for range, water heater, refrigerator, and laundry appliances. One such suggestion, which involved a shift in the placing of cabinets, is credited by the builder with having saved him several thousand dollars in labor costs on a 20-building job.

Then he or his men go out on the job while the work is in progress to check on details with the construction foreman. This is the time to catch an error in the height of a window below which an appliance is to go, or a misunderstanding as to space left for major equipment.

At the time appliances are to be  
(Continued on page 190)

to survey family's needs for other appliances. He notices that Mrs. Moore has 12-year old refrigerator.

**4 CUSTOMER** is made as Baack gets new home owner to his store where she can be exposed to his entire line of appliances, homewares and radio-TV. He doesn't feel efforts successful until prospect visits store.

**5 USING USER** is essential in Baack's selling to buyers of tract homes. Impressed by Mrs. Moore's confidence in Baack, expressed by her purchase of a refrigerator, Mrs. Moore's friend shows interest in freezer. **END**





"BAREFOOT" MALLORY has shocked his Chicago customers into remembering him by letting them see him working minus shoes and socks. Most of them are poor people to whom an appliance is a major investment and he carefully avoids fancy displays, dapper salesmen, too-smooth sales talks.



WHEN A LADY who was buying her refrigerator on time wanted her money back, Mallory gave her \$5 extra—"for storage"—because she lived in a close-knit, foreign-language section

## BAREFOOT BOY WITH A PLAN

Henry Mallory got his first Chicago job washing dishes; then he sold pianos door-to-door. Now he does a volume of \$75,000 a month in his own store, but he sometimes goes barefoot just to show his low-income clientele that he's no better than they

A WOMAN told Henry C. Mallory that she wasn't satisfied with an appliance and would like to get her money back.

Henry reached into his pocket, pulled out a roll of bills and counted out the price she had paid—plus \$5 more.

"What's that for?" she asked.

"You've been keeping that refrigerator up in your place for us a while, and I figure we owe you a little storage," replied Mallory. So, here was a dealer who wanted the customer satisfied. Word spread through the woman's neighborhood, as Henry Mallory figured it would. Into his store came shoppers who now had no fear of being taken.

For Henry Mallory's Better Home Appliances Co., 3531 N. Cicero Ave., Chicago, specializes in selling folks with low incomes, does a lot of business with that generation whose forebears came from Europe.

### Knows Problems of the Poor

Maybe Mallory has never heard of Thoreau, yet he would be the first to agree with Thoreau's statement that the average man leads a life of quiet desperation. He knows better than anyone else in Chicago how the poor try to keep up appearances, try to conceal the petty ways in which they cut corners. He understands how first generation foreigners try so dreadfully hard to be considered Americans. If his success could be summed up in one statement, it would be that Henry Mallory humbles himself so that all of his prospective customers feel at home with him, or perhaps even a little patronizing.

If you go to his northwest-side-of-Chicago store you will find a none too good location, but plenty of parking space on both sides of the street. Of course, there is a street car handy and a bus, but he's not jammed in.

Enter the store and you see merchandise stacked up to the ceiling in original cases. There is little attempt at display. Distributor salesmen have been invited to stick up their placards, every brand of nationally known merchandise is on display and decalcomanias stripe the front door. A collie puppy and another dog wander in and out at will.

### Explaining "Barefoot"

This helps explain his nickname, "Barefoot", and the reason he let customers catch him, one hot summer day, bounding about the store sans shoes and socks. "I'm a little old hill-billy," he told them. Henry Mallory had gone barefoot as a youngster down south when he and his sister ate their cold corn pone and sorghum molasses behind the schoolhouse so the other kids couldn't see how little lunch they had.

He arrived in Chicago and got his first job washing dishes in a restaurant. A piano firm advertised for house-to-house salesmen and they were about to throw out the dishwasher who applied until one of the members of the firm hired him, liking his nerve. Calling at back doors and explaining how a piano was for sale on which the

(Continued on page 196)



**DISPLAYS** like this one are typical of dealer tie-ins with Florida Power & Light's oil space heater promotions. The illustrated display card was furnished by the utility. Over 100,000 homes now use oil heating in the utility's area.



**DEALER MEETINGS** run by the power company help to enlist more retailers in oil space heater campaigns. These two Palm Beach dealers stayed after a meeting to get more information from a utility official (center).

# Why Does a Utility Promote Oil Heaters?

Dealers in the area of the Florida Power & Light Co. make money selling oil space heaters in competition with electricity and the utility encourages them with advertising, promotion and displays—for very wise and logical reasons

By A. B. WINDHAM

**I**N Florida, a brisk sale of oil space heaters has been recorded by electrical appliance dealers throughout the winter and early spring months. This activity is the result of a continuing campaign by Florida Power & Light Co., begun about 10 years ago, to handle the short seasonal demand for house heating which Floridians raise during the chilly months.

"Approximately 500 Florida dealers cooperate fully in the oil space heater campaign," explains J. H. Keele, commercial coordinator of Florida Power & Light, "and are finding thousands of new customers among home owners who find their present space heating facilities unsatisfactory."

The utility promotion of oil space heaters began in an effort to solve a power problem peculiar to Florida, according to Mr. Keele. Even in the southern part of that state, house heating is needed on an average of 556 hours each year, spread out over about 77 days. Averages in north Florida are higher.

"It's a proved fact that people feel

these cold snaps down here more than almost anywhere else," he continues. "When a sudden cold snap comes in, it's just like an entire bus load of people walking into your front door and announcing, 'We're hungry! How about breakfast?'"

"If the Florida Power & Light Co. tried to meet this sudden demand for electricity for space heating, it would have to provide almost seven and one-half times the company's peak load from all customer demands other than heating. To meet such a demand, the company's entire system would have to be rebuilt on a tremendous scale in order to carry the load. Electric rates would, of course, have to be raised and it would be years before even a part of the job could be done. And even then, it would be done just to take care of 556 heating hours each year."

## Oil Heating Is Answer

The utility arrived at the conclusion that some answer other than electricity must be found for space heating in the Florida area. Company officials decided that oil heating was

the best answer—that such heating devices as console heaters, oil floor furnaces, closet type furnaces and other similar appliances could do the job of keeping Floridians warm during the cold snaps, while the company was engaged in its \$85,000,000 expansion program, designed eventually to take care of all electrical demands.

The oil space heater program was launched by Florida Power & Light about 10 years ago and has been continued since, except during the war years. The campaign this season is similar to that conducted in past years but, as Mr. Keele points out, acceptance is growing steadily and appliance dealers are finding a real profit in the sale of such heaters.

The utility launched its campaign this season with a series of meetings for dealers, wholesalers, architects and members of the building trade. The utility, which does not merchandise, turned its show windows and display facilities over to the dealers, providing free promotional material and ready assistance in demonstration and sales techniques. Newspaper ads on

**SURE...There's a BETTER WAY**  
when Cold Snaps Come...

**NEWSPAPER ADVERTISING** are designed to tell the oil space heater story simply and effectively, appear during the heating season in 88 newspapers and are supplemented by bus cards, radio spot announcements and direct mail.

oil house heating were inserted in 88 newspapers covering the area served by the company. Radio spot announcements over 27 radio stations, news releases, bus cards and other advertising media got the campaign into high gear.

## Dealers' Sales Heavy

"Just how successful the promotion of oil space heaters has been is shown in dealers' sales figures for 1950," says Mr. Keele. "More than 30,000 heaters were sold by Florida dealers in that time. During the first cold snap in November, in a seven-day period, 13,000 heaters were sold in Miami alone. Nevertheless, despite these mounting sales, a market of more than \$17,000,000 still exists in oil space heating, in the territory served by Florida Power & Light Co."

Present plans call for the campaign to be continued by the utility, Mr. Keele says, since oil space heating seems to have provided the best answer for Florida's unique heating problem. All-out help to dealers in their efforts to tap the vast market also will be continued. **End**



# SIMPLIFY YOUR SALES CONTROL

Knowing where your money goes and the results it gets isn't enough. For the most efficient use of your sales force and your promotional methods you need the same information on sales effort. These five simple forms will provide it

By FRED MERISH

(front) PROSPECT CARD (Card for each unit)			
Follow-up Date	Jan. 12, 1951	Hour	7 P.M.
Interested in	Home Freezer	Quoted	\$450.00
Name	James Edwards	Address	6 Broadway
Phone	8-6464	Source	Old Customer
Occupation	Truckling	Number in Family	7
Type Home	8 room frame	Own or Rent	Own
Trade-in allowance demanded	None	How many working?	2
Competition or prejudices		Old Customer	Yes
Excuse for not closing: Wants to talk over with wife and will come down for demo on Jan 12/51			
Date closed	Jan 12/51	Amount	\$450.00
Cash down	\$100.00		

(back) HISTORY OF CASE		
Date	Salesman	Results of Interview
1/3/51	McLean	Agreed to come down for demo in showroom on Jan 12, 1951
1/12/51	McLean	Sold.

**FORM No. 3** The Prospect Card should be filed according to the follow-up date, otherwise called a Tickler System. Many dealers file their prospect cards alphabetically, but the prospects are not contacted or followed up alphabetically, consequently, follow-ups are often not made on time because the cards do not come to attention when conditions are most desirable. This form, operated in connection with a tickler system, eliminates the hazards of delinquency on follow-ups. As shown here, it provides space

for credit information, which gives the dealer an opportunity to investigate the prospective risk in advance if he so desires.

This form provides space to record the trade-in allowance demanded and offered, the nature of the competition and the reason for not closing. The dealer should examine the prospect cards periodically and suggest ways and means to overcome prospect's objections if a salesman doesn't seem to be getting anywhere; or the dealer might follow it up personally.

PROSPECT REGISTER			
Date	Name	Address	Interested in
Jan 3/51	Mrs. Edward Johnson	515 Main St.	Electric Range
"	Mrs. P. Reynolds	230 Spruce St.	Refrigerator
"	Peter Franklin	1012 Avenue K	Electric Razor
"	James Edwards	6 Broadway	Home Freezer

**FORM No. 1** The Prospect Register for listing all genuine prospects prevents loss of good leads and provides a central point from which the dealer can make periodic checks on the success of his salesmen with live leads. The Prospect Register also supplies valuable statistical information for the sales analysis chart, form No. 5 in this system. The salesman records information in the designated columns. Under "Source" he enters where he got the lead—from a cold canvass, phone canvass, user, direct-mail, etc. The date when the lead is carded is placed in the proper column, which provides a check on lost cards or on cards that a salesman may "ditch" deliberately for one reason or

another. This form keeps track of live leads. Like good will or stock, they have monetary value. Much business has been lost because outside salesmen were given complete control of their leads. Before a card is killed, the dealer should approve the action. No salesman should be permitted to kill cards after they have been registered on this form. The fact that a lead is recorded indicates that it has sales potentialities. Every person canvassed is not necessarily a prospect, so only live leads are registered and the decision as to what is a live lead depends on the information written on the salesman's Daily Report (form No. 2). Some sales directors permit salesmen to make this decision, others consign

CUSTOMER CARD			
MC <input type="checkbox"/>	Name	James Edwards	Address
	Address	6 Broadway	Phone
	Phone	8-6464	
	Units	Home Freezer	Date Sold
	Date Sold	Jan. 12/51	Salesman
	Financed through	National Credit	
	Date	Jan. 12/51	Pay out when
	Jan. 12/52		
TRANSCRIPT OF SALE			
Selling price	\$450.00		
Less trade-in allowance	—		
Net selling price	450.00		
Installation fee	—		
Accessories	—		
Finance charge	35.00		
TOTAL	\$485.00		
Date delivery or installation	Jan. 16 1951		
What is customer likely to buy next?	Refrigerator	When?	April 1951

**FORM No. 4** The Customer Card is an example of the evolution that has taken place in the sales control system since prewar days. A customer file is exploited as energetically as a prospect file. This prevents salesmen from forgetting old customers. Old customers or users are first-line prospects for other products sold and an excellent source of user leads. This card may be filed alphabetically or by date, if the salesman can qualify the customer regarding the next probable purchase and date, in which event, the

card is filed to come up for action at that time, similar to the procedure with the prospect card. The transcript of sale column on this form is a ready reference in case of a misunderstanding regarding settlement, and to give the salesman, when following up the customer for plus business, an idea of the merchandise bought previously, the price paid, the trade-in allowance, if any. This card also carries valuable information for the statistical entries to be found on the sales analysis chart (form No. 5).





**FANCY SURROUNDINGS** scare off farmers, says A. J. Teeffe (left), so he has deliberately kept his store unpretentious. The strategy also encourages shippers to believe that he can afford to give them bargains.



**"YES, SIR,** that's right. If you pay cash the lamp costs \$15.95. If you buy it on time, it'll cost just \$9.95," Teeffe explains to an incredulous customer. The reason: time-buyers must come into store to make weekly payments.

**PARTS ARE FREE** to old customers. Teeffe gives away \$40 or \$50 worth of parts a month, charges them up to advertising.



## No Frills, No Front —and No Losses

A. J. Teeffe doesn't have a fancy store in Maquoketa, Iowa, because it might scare off his farmer trade. But his bag of merchandising tricks, his credit methods, and his knowledge of his market might well be copied by bigger dealers

**T**HE good people of Maquoketa, Iowa, (pop. 4,000) opened up their newspapers not long ago and discovered that if they would go to the trouble to enter A. J. Teeffe's store and buy a lamp on the basis of 50¢ down and 50¢ a week, they could get it a great deal cheaper than if they paid cash.

The deal was \$15.95 for cash, or \$9.95 on terms of 50¢ down, and 50¢ a week.

Explained A. J. Teeffe, "We do this because we want to get you in the habit of coming in weekly and making weekly payments. We want you to get acquainted with us."

The result of this astonishing sale was the moving of 18 dozen lamps within a week's time.

### No Money Down Has Dangers

Veteran Teeffe has worked out variations on the installment selling theme. This no-money-down selling spree is very dangerous to dealers, he says, because they are likely to tie up their entire capital. A man with \$10,000 does not dare to have over \$30,000 out on paper. If he strings it out too far and has low down payments it is going to tie him up tighter than a drum.

Therefore, in response to the low down payment demands of consumers Teeffe has worked out another approach.

### Strategy in Part Payments

It consists of advertising merchandise at \$1 down and \$1 a week (with no interest charge on furniture) for 24 months. Now the cutie lies in that time element. If you bought a \$200 item at \$1 down and \$1 a week you couldn't possibly pay out for it in 24 months. Therefore, the arrangement is to break the merchandise down in multiples of \$50 each. If you buy a \$100 item, that is two multiples and, therefore, instead of \$1 a week you pay \$2 a week. While it looks as if the deal was going to spread out over a long time, actually the customer pays off within a year.

The oddity of this situation is that the customer does not object to it. Low terms bring him in, and when

he sees that low terms on what he wants cannot possibly get him clear in the two year period allowed, he is willing to make larger down payments.

Result: the A. J. Teeffe operation can compete with the best of the dollar-downers without getting over-extended.

Mr. Teeffe realizes perfectly well that he has a solid market in Maquoketa. It is pure farming country, and with 4,000 population, \$3 million in the bank, \$35 million in bonds, that means that there is about \$9,500 per capita. He has about 15,000 people in the territory, of whom 90 percent are good. As in other small town areas, there are certain families whose credit is not good. Whenever one of their names comes up, it rings a bell, and he knows that is the time to go easy on extending terms. Otherwise, almost everybody in the area is good credit, provided you can get them on the books.

When a dubious risk comes in, Mr. Teeffe's approach is something like this: "Asking a man to extend credit is the same as asking him in to buy you a meal. You will understand that we have to check up on this sort of thing."

### Keep Accounts on Books

There are 800 accounts on the store's books, and 60 percent of them have been buying for ten years. The store runs open-end mortgages, and customers can get more merchandise whenever they are nearly paid up.

In the case of a new credit account, there is one act of courtesy which gives the store more information. Nearly everybody in Iowa travels in automobiles and one of the salesmen offers to carry the purchase out to the car. As he takes it to the car he makes a mental check of what kind it is, and its number.

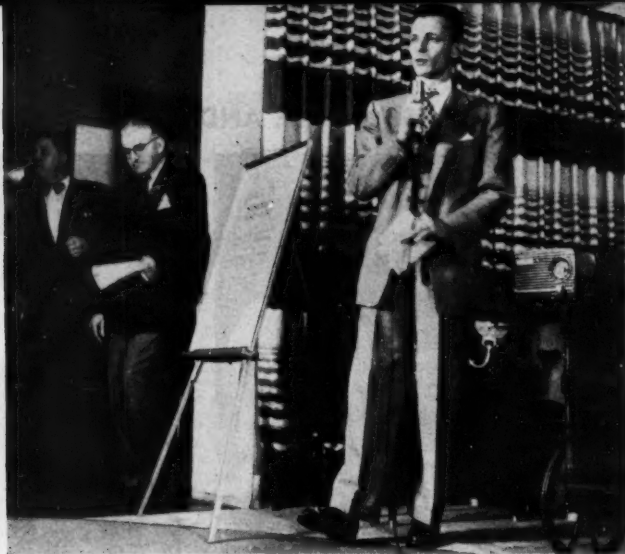
One of the bits of strategy Mr. Teeffe uses to get prospective customers to tip their hand is based on his bad memory for names. He will rush up to a customer, smiling, and say, "How do you do, Mrs. Rice." He knows perfectly well there is no family by the name of Rice in Maquoketa, and the prospective customer will quickly

(Continued on page 194)





**AN AUDIENCE** estimated at 100,000 saw Bromberg's 90 minute teleshow from home sets or seats inside the store itself. Receivers in other parts of the store brought the program to the overflow crowd.



**ONE AIM** of the show was to familiarize public with the firm and its staff, as well as with merchandise. Here two members of the staff wait their turn at the mike while announcer Maury Farrell talks about small appliance door prizes.

Give the customers a good program with a variety of entertainment and make your selling message part of the show, says Bromberg's of Birmingham, Ala., and you'll be using . . .

## TELEVISION As a Top Salesman

**W**HEN Bromberg's of Birmingham, Ala., goes on the visual air waves, it puts on a show which not only entertains the customers, but also stands out as a model of how effective merchandising can be done by television—and it sells plenty of appliances.

Using the facilities of WAFM-TV in Birmingham, Bromberg's recently staged an hour and a half program which showed the solid ability of television to sell. While this particular show was longer and more elaborate than the firm's usual programs, it nevertheless followed a format which has made the company's video selling technique an example of intelligent advertising and promotion.

"We wanted," said J. L. Bumpus, appliance department manager, "to put on a program which would at once identify us and our merchandise in impressive fashion, and at the same time prove to ourselves that we could reach hundreds of new customers by this mass appeal. Both aims were highly successful. With the crowds

which attended the show, those who received it over their sets at home and those who watched it from the street, we certainly reached more than 100,000 customers."

### Show Stresses Variety

An analysis of the Bromberg technique in staging the program reveals how interest was maintained by stressing variety. An efficient master of ceremonies kept the program going at a fast pace, with frequent new faces in the person of sales staff members, and music especially designed to harmonize with the program. The proceedings began promptly at 7:30 p. m., an hour when the possibilities of reaching the largest audience are best. The big Dumont touring "Telecruiser" truck was parked right outside the front door of Bromberg's and its operators went into action immediately, swinging the big cameras on the crowd which quickly formed. This crowd was not a haphazard one, since the firm had advertised the event extensively several days before hand, and



**DEMONSTRATIONS** were fast-paced, limited to five minutes. This Hotpoint representative (second from left) got his electric range story across to Farrell and a model in the allotted time, rehearsed it carefully in advance.

the touring "Telecruiser" gave Bromberg's an opportunity to offer customers a chance to "see yourself televised."

To keep a continually changing scene and fresh faces before its large audience, the program was designed so that each event televised consumed a bare five minutes or less. For example, Maury Farrell, master of ceremonies for WAFM-TV, introduced the owners of the store briefly, switched to the crowd signing up for door prizes, then went on to the main program from the store's fifth floor appliance department, keeping a constant parade of pretty girls, singers, demonstrations by salesmen, and interviews going until the program's end.

Far from being an all-appliance show, the program featured other merchandise handled by the firm such as jewelry, silverware, ceramics and glassware. These breaks served to accent the appliance demonstrations, which were spotted at proper intervals. Following a demonstration during which a model learned all about

Hotpoint ranges, one of Birmingham's best known society matrons entered the picture briefly for an informal interview about different types of silver services. Electric housewares of various types were then presented, all of them in the hands of attractive models.

Interviews with Birmingham's mayor and members of the audience also served to add variety to the program. The important factor of the entire event was that appliances were being shown and demonstrated to thousands of people, who accepted the demonstrations as part of the show.

### Long Program Preferred

The idea behind the special hour and a half show, as Mr. Bumpus points out, was to sell the store and its merchandise while entertaining, and Bromberg's believed this could not be done as effectively in a shorter period.

By putting on such a program at intervals of perhaps twice a year, the firm feels that it accentuates and emphasizes its merchandise.

(Continued on page 188)

## SERVICE MAKES A SALE AND ADDS A CUSTOMER



**1** Customer to salesman. Having been assured that ready service is available for the equipment which she purchased, this Pensacola housewife brings in an iron for repair. She is greeted by a smiling salesman who assures her the service work will be done immediately.



**2** Salesman to service man. Into the service department goes the order. Appliances are repaired quickly and efficiently by expert workmen and a card record is made on all work done by the sales manager, who then utilizes the record as a working prospect list for salesmen.



**3** Salesman to customer. Her appliance repaired and returned in quick order, the pleasant salesman suggests a demonstration of a water heater, refrigerator, range or other appliance which the record shows the customer may need. The customer is in a receptive mood.

# GET A SERVICE REP!

In a close-knit community like Pensacola, Fla., a dealer's service reputation can make or break his sales—which is a good reason why Taylor Hardware's service department is good enough to be used as a selling tool



**4** Other results. Satisfied with the service she has received, the customer's word-of-mouth advertising sends in one of her friends who needs a major appliance. The routine begins all over again with a smiling salesman selling the service factor along with his demonstration.

**T**HE trio of partners who own and operate Taylor Hardware Co., in Pensacola, Fla., has made the firm's service department a distinct asset in selling new appliances. "We don't try to make any money on our service department," explains Wilson Harris, one of the partners. "We try to provide top notch service for every appliance we sell, because we regard it as an investment in a sales program for new appliances."

Harris explains that few retail dealers in the Pensacola area maintain service departments, which in itself is a factor in increasing traffic, attracting new customers and multiplying inquiries. But Taylor Hardware salesmen actually go out and make many new sales by "selling" the firm's service department.

"When we demonstrate a range, re-

frigerator or other appliance, part of the advantage which we always point out to the customer is the fact that fast and efficient service is always available," Harris continues. "This has proved a potent point in closing many a sale. In a closely-knit community such as this one, conversation and opinions expressed by housewives over the bridge table, at the missionary society, in the beauty parlor and in other such places where women gather, can make or break a dealer. We figure that if one woman tells another she buys from us because she can get immediate service when she needs it, that one statement is worth hundreds of dollars to us because of the power of word-of-mouth advertising."

Taylor Hardware salesmen are therefore trained to include the service angle in all of their selling talks. This

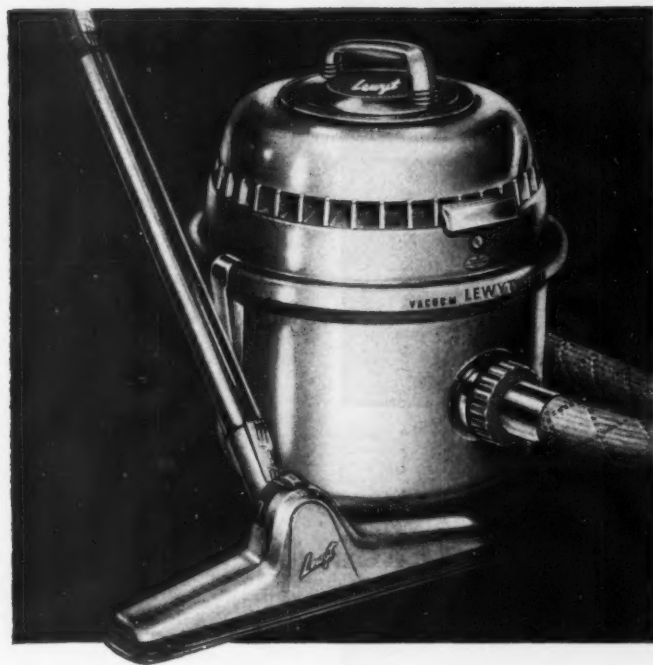
calls for a thorough knowledge of what the service department can or can't do and requires that the salesmen keep in close touch with that department. In order to associate the two more closely, the firm has placed the responsibility for both service and sales in the hands of one man. He is Sterling Turner, who bears the title and responsibilities of both service and sales manager, and it is Turner who makes the combined departments function smoothly.

The process of integrating service and sales has been well worked out by Turner. At the time an appliance is sold, the salesman assures the buyer that the Taylor Hardware Co. can provide service for the equipment purchased, at any time it is needed. To further emphasize this angle, calls are made periodically by the salesmen.

Immediately after the sale, the firm sends out a letter thanking the buyer and assuring him that should he need service, it is available to him at any time thereafter. Within a week, the salesman makes a personal call on the customer to ascertain if the appliance is operating satisfactorily and to establish further contacts. He goes back again in three or four months for a recheck.

When a service call comes in, Turner dispatches a service man immediately to take care of the call. If it is an unusual case, sometimes the salesman will accompany the service truck to impress upon the customer that the firm means what it says about quick and efficient service. On each call, Turner makes out a card with full information concerning the (Continued at bottom of page 186)

# LEWYT DOUBLES AD DRIVE behind..



*"No  
dust bag  
to empty"*

- ▶ **NO MUSS! NO FUSS!** No dust bag to empty! Simply toss out Lewyt's paper "Speed-Sak" a few times a year!
- ▶ **IT'S QUIET—NO ROAR!** Terrific suction power—yet super-quiet! You can hardly hear it!
- ▶ **3 FILTERS CLEAN THE AIR!** Unhealthy dust can't escape Lewyt's Speed-Sak, Dustalator, and Micro-dust filter!
- ▶ **FAMOUS NO. 80 CARPET NOZZLE** gets more embedded dirt...lint, threads, even dog hairs...with less rug wear!
- ▶ **SO LIGHT, EASY TO USE!** Glides smoothly in any direction—follows you around effortlessly as you clean!
- ▶ **7 WORK-SPEEDING ATTACHMENTS** that do all the dusting...brighten drapes...sweep linoleum...clean radiators...even spray, wax, de-moth closets!
- ▶ **ONE MODEL! ONE PRICE! ONE POLICY!** See your Lewyt Distributor today!

Twice as much magazine advertising! Radio! TV! Newspapers! Outdoor! It's the greatest advertising barrage ever put behind any vacuum cleaner—and it features the 5 greatest sales words in the cleaner industry "No dust bag to empty!" Add all this to 10-second demos...traffic-boosting promotions...sensational "Market Place" display...complete Merchandising Program...Lewyt's award-winning features—and you know why you too will get volume out of vacuum cleaners when you **DO IT with LEWYT!**



#### LEWYT WINS TOP AWARD!

"Finest vacuum cleaner produced anywhere, in beauty, engineering design, utility," says American Society of Industrial Engineers!

**DO IT with  
LEWYT**

**WORLD'S MOST MODERN VACUUM CLEANER**

Listed by  
Underwriters'  
Laboratories



LEWYT CORPORATION, VACUUM CLEANER DIVISION, DEPT. 3-M, 60 BROADWAY, BROOKLYN 11, N. Y.

ELECTRICAL MERCHANDISING—MARCH, 1951

PAGE 71



# Try a Self-Service Laundry . . .



**IN THE LAUNDRY**, an assistant aids housewives with their washing, but Johnson also is on hand to invite the housewife to rest herself in the appliance shop display rooms and, if she desires, to see a demonstration of a new Laundromat.

with the new operators, which gives him the benefit of the heavy traffic.

"A total of 800 to 900 customers a week use the washing machines," he says, "and the average person spends approximately 45 minutes doing her wash. Of course, we manage to see to it that a good part of this customer's waiting time is spent in our display rooms, looking over new appliances or receiving demonstrations of washers, dryers and ironers.

"In fact, even those who begin by using the laundry entrance eventually wind up by coming in the front door. After 10 or 15 such visits you get to know them and a good part of our time is spent in demonstrating laundry equipment to users of the self-service laundry."

## Make Them Comfortable

As a good business measure, Mr. Johnson contributes as much as possible to the ease and comfort of laundry customers. He has installed a Coca-Cola machine, a handy telephone and provided several comfortable chairs in the appliance shop display room. He invites the laundry customers to avail themselves of these facilities at all times because, as he suggests, a housewife with an idle half-hour or so on her hands is always appreciative of a chance to rest and is usually receptive to a demonstration of a washer or ironer. There is plenty of parking space in the rear of the store for the customer.

Naturally, Bonded Electrical Appliances also sells a good many electric housewares to such visitors. Irons, particularly, sell well to these prospects, according to Johnson. But many sales of larger appliances also result from the contacts and several entire kitchens have been purchased by buyers who began as users of the laundry.

## Customers Get Invitation

After the outside salesmen make a sale and the new equipment is installed, the follow-up demonstrator usually advises the new customer of the existence of the self-service laundry and invites her to use it. Thus, established contacts are maintained and customers kept on the company's books through the purchase of additional appliances. Of course, Johnson keeps a card file of laundry customers and consults it periodically for prospects.

"We have sold more than 3000 Laundromats as a direct result of the self-service laundry," he declares, "and as long as the traffic keeps up as it has, we feel that the laundry is a priceless asset to our appliance business. We do about \$15,000 to \$18,000 in business every month, a great portion of which is in laundry equipment. We also maintain a service department equipped to repair small items such as fans and irons, and this department attracts considerable business from users of the laundry." *End*

# . . . To Step Up Automatic Washer Sales

H. C. Johnson installed 40 automatic washers in the back of his Bonded Electrical Appliances store in Miami, Fla., and sold automatic washers to 3,000 self-service laundry customers

**B**Y installing a self-service laundry in the rear of his appliance shop, H. C. Johnson, operator of Bonded Electrical Appliances, Inc., of Miami, Fla., has achieved a master stroke in merchandising washing machines.

Mr. Johnson, a Westinghouse dealer, opened his business in October 1946. At that time, appliances were beginning to be manufactured in better quantity than during the scarce war years and he looked about for some sure way to keep business booming. Installation of the self-service laundry was his answer.

"We put in 40 washing machines," says Mr. Johnson, "and opened a sec-



**WHILE WAITING FOR** her wash, the housewife gets a full explanation of the Laundromat's workings from Mr. Johnson, who sells about 75 additional washers yearly through this method of getting customer traffic into the store.

ond entrance. However, the main entrance is, and always has been, through the appliance store proper, so that the shop gets the benefit of the great flow of traffic which the washers draw."

As a direct result of the self-service laundry, Mr. Johnson declares the firm sells an average of 75 more Laundromats, 25 ironers and five dryers

a year, in addition to the regular sales of outside salesmen.

The laundry occupies an area approximately 20 ft. by 50 ft., in the rear of the shop at 1529 SW Eighth Street, on Miami's famous Tamiami Trail, which is a magnet for shoppers from all over the city. Mr. Johnson recently sold the laundry concession but maintains a working agreement

## GAS RANGE

**EXCLUSIVE**

**EXCLUSIVE**  
**2-PIECE TOP BURN**  
An easy cleaning feature every woman wants. Burners slip out of range in a jiffy for quick washing at the sink!

**EXCLUSIVE**

**Guarantees smokeless broiling.**  
**Waist-level broiler lifts out for easy**  
**cleaning, door protects from splatters.**

**EXCLUSIVE**

**EXCLUSIVE**  
**WHEEL REGULATED**  
Famous the world over for exact oven  
heat control. Assures perfect oven  
baking for amateurs or experts.

The easiest way to make a sale is to sell the lady what she WANTS! When it comes to gas ranges that means *Magic Chef* . . . the famous range with the exclusive features she's been dreaming about for years. Today your customers are shopping for the BEST. They'll buy, not pass you by, if you show *Magic Chef*—and its features!

more women cook on *Magic Chef*  
than on any other range

THE GREATEST ADVERTISING PROGRAM IN  
*Magic Chef* HISTORY—BACKING YOU WITH  
90,000,000 ADS IN 17 MAGAZINES!



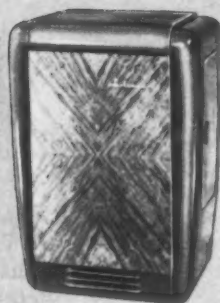
AMERICAN STOVE COMPANY - 2441 S. KINGSMIDWAY - ST. LOUIS 18, MO.

# You have to have Coleman's *Big 3*

TO GIVE THAT EXTRA PUNCH TO YOUR OIL HEATER SALES

That new engineering marvel—automatic draft control synchronized with automatic fuel control valve. Gives the same fuel-burning efficiency on low setting as on high setting—saves up to 25% on fuel costs! It's Coleman efficiency, Coleman economy, and it sells!

**1** You have to have Coleman to have **FUEL-AIR CONTROL!**

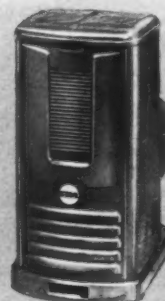


**2** You have to have Coleman to have **SELLING BEAUTY!**

Coleman's magnificent line of automatic heaters is absolutely in a class by itself. Nothing can compare with the spectacular new functional "high style" models . . . the distinguished De Luxe Consoles . . . the smart-looking new Master Circulators! It's Coleman beauty, Coleman styling, and it really sells!

Compare Coleman price-wise with the nearest possible model that any other 1951 line offers. Coleman offers a model for every purpose, at a price for every purse. 50 years of experience has taught Coleman how to make better products for less money—at a good profit to you. Coleman quality, Coleman know-how, Coleman pricing really sell! Coleman Oil Heaters are listed under label service by Underwriters' Laboratories.

**3** You have to have Coleman to talk **PRICE!**



For full information about the marvelous Coleman line of Oil Heaters, get in touch with your Coleman distributor or write today to The Coleman Company, Inc., Dept. EM-951, Wichita 1, Kans.

COMFORT COSTS  
SO LITTLE  
WITH A

**Coleman**®

**AUTOMATIC OIL HEATER**

AMERICA'S LEADER IN HOME HEATING





**BEST BABY** in the popularity contest promotion run by Dowd's Radio & Electric Co., Washington, sits not too confidently on top of a Bendix washer for public pictures. Ralph Routsong, sales manager for Bendix distributor, stands on firmer ground.

## BEST BABY CONTEST Gets 1,000 Prospects

Dowd's Radio & Electric Co., Washington, D. C., wanted a different promotion. They got it—with a minimum of expense and a maximum of resulting sales

ONE unusual approach to the customer was recently developed by Dowd's Radio & Electric Co., 4418 Connecticut Ave., Washington, D. C., when the store sought to stimulate the interest of local homeowners with "Dowd's Most Popular Baby Contest."

This unique stunt, which brought over 1000 mothers of small children into the store, was the brainchild of William Berger, sales and promotion manager, and a local photographer.

"A lot of appliance promotion is being beamed at the housewife," he says, "but seldom has there been any attempt to tie it in directly with babies. We thought that by staging a baby popularity contest we could bring in a large percentage of the housewife-mothers in our area. We felt that by getting mothers to visit the store we would have a chance to build up their desire for a complete automatic home laundry or a new package kitchen.

Having conceived the idea, Mr. Berger got the green light from Robert Dowd, president of the firm, and began tackling the many problems involved. There was little pre-

cedent to go on, for one thing, and the contest had to be run at minimum expense.

### Best Prize for Best Baby

First, there was the matter of a suitable prize for the mother of the winning baby. After consultation, it was determined that an automatic washing machine would fit the situation most admirably, and a Washington Bendix distributor agreed to provide the prize to show his interest in the promotion.

Next, it was found that to make a suitable salon photograph of all the babies who could be expected to enter the competition would probably cost \$250 or more. However, this hurdle was surmounted through cooperation with a new portrait studio recently opened in the same section of northwest Washington. The photographer agreed to take each picture without charge, in return for profits earned through the sale of extra prints, and for the publicity, which the promotion guaranteed. With these two major difficulties solved, Mr. Berger then went after the advertising problem.



**PICTURES DISPLAYED** in store window helped attract more entrants to contest. Baby pictures were also run in ads which invited readers to send in votes.



**RESPONSE** to the contest is indicated by large number of votes sent it. Dowd says the promotion "got more attention from both people who knew us and people who never heard of us before than anything we ever did."

This was solved by limiting advertising on the promotion to a "neighborhood journal" newspaper with a circulation of 25,000. Once each week a display ad was run in which were incorporated anywhere from 10 to 20 photographs of youngsters whose pictures had been submitted in the contest, with name and address of each, and an invitation to send in a vote. In addition, the pictures, as they were received, were placed on the wall of the store.

### Mothers Went to Store

Mothers entering their children in the contest were required to drop into the store, and pick up a printed entry blank, which Robert Dowd, president of the firm, developed. This, of the tear-off-stub type, was headed, "Entry Blank—Dowd's Most Popular Baby Contest." Below were spaces for the date of registration, name of the baby, address and age, plus the agreement that all photographs taken of the baby would become the property of Dowd's for display and advertising use. The tear-off stub on the entry blank was a ticket entitling the mother to take

her offspring to the photographer, only a few blocks away, for a free 5x7 photograph.

### Surprised by Results

While Berger felt reasonably sure that this stunt would stir up a lot of interest he was amazed at the reaction. Thousands of votes poured in, and there were new faces visible in the store each day, as interested mothers, relatives, etc., poured in to enter their children, or to look over the photographs on display. Traffic jumped overnight, almost back to 1946 levels, Dowd's found, and, when the final decision of the judges was made, mothers and friends filled the entire store and several local newspapers had reporters on the scene.

"Waking up the mother" has proven a well worth-while approach to additional appliance sales, according to Berger. More than a score of sales, some of them involving multiple purchases of complete automatic home laundry and kitchen equipment, have been traced directly to the contest, and the stunt will be repeated at least once a year in the future. *End*

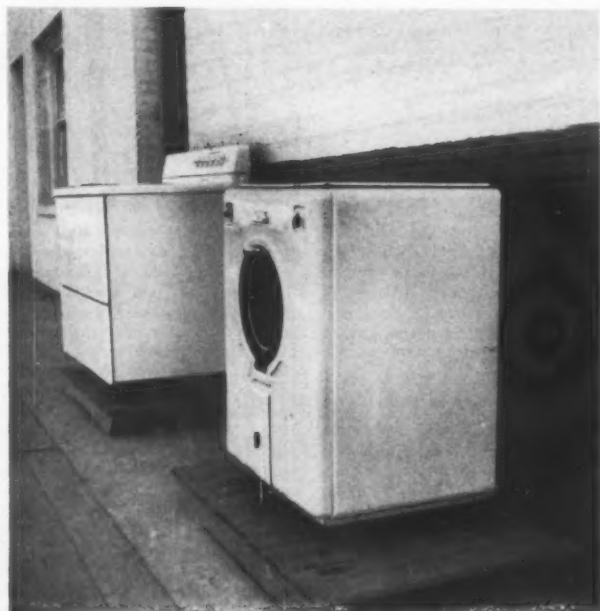
# Idea Digest



**SQUARE DANCE PARTIES MAKE SALES:** One of 31 parties arranged by Kelvinator in cooperation with local dealers throughout Washington's Yakima Valley was the one above, sponsored by Barnes-Woodin, Yakima. Miss Eleanore Wright, Kelvinator home economist, provided the highlight of the evening with a freezer demonstration before 101 farm families.



**SELL TRADE-INS FROM A "BONEYARD":** Used appliances were cluttering the sales floor of Bragdon's, Denver. Beside the store was a long, dropped-back concrete sidewalk made to order for an outdoor showroom. Bragdon's enclosed the space in six-foot-high steel-mesh fence (above), with a single gate in the center and stocked it with used appliances, which now move much faster.



**GIVE EACH APPLIANCE ITS PLATFORM:** At Booth's, Bakersfield, Calif., pallets are used for all major appliances. Every piece of new equipment is placed on its own platform as soon as it is uncrated and stays on it until a customer takes delivery. This simplifies moving for storage and display changes, saves chipping, etc. Reconditioned trade-ins get the same treatment.



**COVER BLOW-UP HIGHLIGHTS DISPLAY:** "No merchandising" is the policy of the Virginia Electric and Power Co., Richmond, but in an effort to help its dealers sell dryers the utility displayed a blow-up of the photograph used for ELECTRICAL MERCHANDISING's September, 1950, cover, along with a small photographic copy of the cover itself. The display occupied an entire window.

# "Most Successful Radio Promotion Shillito's had in 1950"

Says DAN ENDERSON, Radio & TV Department Manager  
The John Shillito Company, Cincinnati, Ohio

"We sold \$6500 worth of G-E Clock-Radios in nine days with only one small newspaper ad, an island display, modest window display and one demonstrator. It opened our eyes to the big profit possibilities in this world's most useful radio."

*Dan Enderson*



## CLOCK- RADIO

The World's  
Most Useful Radio!



Model 517

YOU, too, can cash in on the tremendous popularity of the G-E Clock-Radio—that's outselling all other brands combined! G.E. was the first with the "Wake-up-to-music" Clock-Radio. First with the G-E Electronic Servant that made it the "world's most useful radio." And now, first with the super-powered

535 that gets hard-to-get stations and opens a new market of millions of families. See the full line—7 models in 3 different cabinet styles priced from \$29.95\* to \$39.95\*. And all colors of each style sell at the same low price. Ask your General Electric radio distributor to show you the 1951 promotion plans.

*General Electric Company, Receiver Division, Syracuse, New York*

*You can put your confidence in—*

# GENERAL



# ELECTRIC

\*Subject to change without notice. Slightly higher West and South.





# BLACK-DAYLITE TELEVISION



Modern, hand-rubbed console. Genuine mahogany veneers, swivel casters. 17" G-E rectangular black tube. Model 17C107, \$379.95° In blond, \$399.95°

*You can put your confidence in—*

# GENERAL



# SELLS ON SIGHT!

New, big 17's feature the best picture in sight backed by full-scale magazine and newspaper advertising, and sales promotion.

Big-as-life, real-as-life, easy on the eyes, the new G-E 17's give you the best picture in sight—combined with simple tuning and the powerful, extra sales appeal of magnificent cabinetry! No wonder the new General Electrics sell on sight! And—

your customers will see the G-E story in full pages, full color, in Life and Post with 40 million readers . . . plus black and white ads in a dozen other national publications . . . plus big-space, factory-paid newspaper ads in every important TV market . . . plus smash-hit TV film commercials . . . and sales-stimulating promotion material! Better visit your General Electric television distributor and see it all with your own eyes.

General Electric Company, Receiver Division, Syracuse, N. Y.



G. E.'s finest 17", with G-E rectangular black tube. Hand-rubbed, genuine mahogany veneers. Full-length doors. Non-marking, easy-moving swivel casters concealed in the base. Model 17C109, \$399.95\*



For those who prefer blonds! New 17" G-E rectangular black tube table Model 17T3. \$299.95\* Also in mahogany veneers, \$289.95\*



Television's hottest value! 17" G-E rectangular black tube. Smart cordovan finish cabinet. Model 17T1. Priced for fast sales—only \$269.95\*

\*Includes Fed. Tax. Installation and picture tube protection plan extra. Prices subject to change without notice. Slightly higher West and South.



Lowest-priced G-E console! Big 17" G-E rectangular black tube. Genuine mahogany veneers. Model 17C103. \$319.95\* In blond, \$339.95\*



16" G-E combination. G-E aluminized rectangular black tube. 3-speed automatic phonograph with G-E Electronic Reproducer. FM-AM radio. Beautiful blond veneered cabinet, full-length doors. Swivel casters. Model 16K2, \$519.95\* In mahogany, \$499.95\*

# ELECTRIC

**G-E CLOCK-RADIOS OUTSELL ALL OTHER MAKES COMBINED!**

# *New Super-powered #535 opens up a great new market!*

**H**ERE's the G-E Clock-Radio especially designed for markets beyond the reach of 4-tube radios! That means millions of new prospects: everybody who needs a super-powered radio for hard-to-get stations. Two new, big features have been added

to Model 535. It has 5 tubes plus rectifier, and a luminous pointer for easy tuning in the dark. PLUS all the great sales features that have made the G-E Clock-Radio the world's fastest-selling radio. Your General Electric radio distributor has it now!

General Electric Company, Receiver Division, Syracuse, New York



## *New Super-Powered Model #535*

Extra tube for distant stations. Automatically wakes you up, turns appliances on or off, turns itself off after you go to sleep, tells time even in the dark. Luminous pointer for easier dialing. **\$39<sup>95</sup>\*** Superb performance. Rich cordovan plastic cabinet.



**WORLD'S FASTEST SELLING RADIO—Model 517—** Lovely Persian red plastic cabinet. All sales features. Also in alabaster ivory, Congo brown and porcelain white, all at the **\$34<sup>95</sup>\*** same low price.

\*Subject to change without notice. Slightly higher West and South.

*You can put your confidence in—*

**GENERAL**



**ELECTRIC**



## When the Debtor Goes A. W. O. L.

**Unless you make sure that credit applications are made out properly, you'll have trouble collecting debts**

By A. A. Saunders

EVERY so often a charge customer buys electrical appliances, or a radio, and then fails to remit on the contract when the payment falls due, and investigation reveals the unhappy fact that he has left without leaving a forwarding address. This is pretty good evidence the debtor has skipped out, and nothing can be done about the situation until someone tracks down the culprit.

Unfortunately these dead beats operate best in times of national emergencies. Under these circumstances men and women are being absorbed into the armed services, defense work, and other patriotic activities with the result that people are moving from place to place. This creates myriad opportunities for leaving a horde of disappointed creditors in the wake.

With most people it makes little difference whether they move or not, they pay their bills anyhow. Credit experience has shown that it is always a small group of individuals who are guilty of trying to run out on their bills, and these few are responsible for most of the charge account losses. It is only that periods of national tension offer better opportunities for these habitual offenders to fade out of the picture. Nor does it seem to matter with these chronic dead beats that they earn good money and are able to pay for what they buy. They go through life trying to get something for nothing for the same reason a kleptomaniac filches merchandise, or a con man bilks an unsuspecting victim; it is in their blood.

Even though good businessmen tighten credit restrictions when economic conditions get uncertain, all

appliance dealers know that if they give credit, sooner or later one of these "skip artists" will creep on their books. When this happens, it is time to call up the skip tracer.

The skip tracer is an important person in all collection agencies. His single duty is to locate those who are trying to duck their just debts by moving from one location to another. He has developed his own technique to trace their flight and turns over correct addresses to merchants for further handling. A large percentage of those located are forced to pay their bills in full.

With this knowledge in mind a group of skip tracers were interviewed to see what precautions an appliance dealer can take to help forestall the skipper in his premeditated attempt to beat an honest bill. Below are listed a few things they suggest.

### VERIFY THE DEBTOR'S NAME

One of the principal problems a skip tracer has is to identify a debt ducker as the one who actually owes the money. Dead beats have their own bag of tricks to convince the pursuer that he has the wrong party. To illustrate, the following case history was cited.

A young woman whose correct name was Marian Smith opened her charge accounts under the name of Marianne Smith. She and her entire family then entered into a conspiracy to confuse creditors. Whenever anyone would call and inquire for Marianne Smith, either by phone, or at the door, they knew that it was in regard to a bill and passed out the information that no one by the name of Marianne Smith

(Continued on page 84)



*You be the judge...*

**FIND OUT ALL ABOUT FOWLER**... See why we say FOWLER glass-lined water heaters have the biggest features of them all.

**JUDGE FOWLER!**... Write today for complete information about Fowler glass-lined electric and gas water heaters.

**Fowler Manufacturing Co.**  
2545 S. E. Gladstone, Portland 2, Oregon

Dealer: \_\_\_\_\_  
Address: \_\_\_\_\_  
Distributor: \_\_\_\_\_  
Address: \_\_\_\_\_

## FOWLER

*glass-lined* **WATER HEATERS**

**have the biggest features of them all**

**JUDGE FOWLER**—feature by feature, value for value—with any automatic water heater. It's our guess you'll be amazed at how Fowler outclasses others with points of superiority that are making it the easiest to sell in every market.

A product of America's pioneer water heater builder, Fowler is backed by more than 36 years of manufacturing experience and has everything it takes to provide users with most efficient, economical water heating service.



*glass-lining*  
...developed by **FOWLER**

Smooth, durable porcelain bonded-to-steel inside the tank prevents rust and corrosion. Keeps water sparkling clean; adds years to tank life.

**ELECTRIC WATER HEATER** features include:  
Patented 3-way Built-in Insulation.  
Safe "Black Heat" External-type Elements.  
Copper Heat Trap.  
Approval by Underwriters' Laboratories.  
Capacities: 5 to 80 gallons.

**GAS WATER HEATER** features offer:  
Extra-Heavy Insulation. 2 1/2-in. thick Fiber-glass blanket, from top to bottom of heater.  
Oversized Tapered Heat Flue.  
Economy, One-Piece Raised Port Burner.  
Approval by AGA.  
Capacities: 22, 30, 35 and 45 gallons.

**LIBERAL WARRANTIES:**  
Electric Water Heaters are backed by 20-year pro-rated warranties.  
Gas Water Heaters are backed by 15-year pro-rated warranties.

**PRICED RIGHT**  
... for quick, profitable sales.

**FOWLER** *Glass-lined*  
*Electric & Gas* **WATER HEATERS**

Manufactured by Fowler Manufacturing Co., 2545 S. E. Gladstone, Portland, Oregon

ANOTHER GOOD REASON  
WHY YOU SHOULD...

# Switch to

for **FULL-LINE**  
**LEADERSHIP!**



Hotpoint's Sensational New

## AUTOMATIC CLOTHES DRYER

with ~~RAINBOW~~ Drying Action\*

To make your Hotpoint Franchise even more valuable, Hotpoint proudly offers its newest engineering triumph—the Hotpoint Automatic Clothes Dryer with Rainbow Drying Action. The drying principle is a radical departure from that employed in any other household dryer and eliminates steamed-up windows, damp floors, dripping walls, excessive heat or accumulation of lint in the laundry room.

All lint and moisture are trapped inside the dryer and expelled down the drain. Heat is sealed in. Neither heat, lint nor moisture ever reach the outside air. Never has there been such a strong sales feature in any automatic clothes dryer.—It's another Hotpoint FIRST!

The new Hotpoint Automatic Dryer matches the Hotpoint Automatic Washer in design and takes its place with the many other Hotpoint advancements to make your Hotpoint Franchise the Franchise of Leaders.



**HARMONY IN APPEARANCE**  
... they look alike!

**HARMONY IN PERFORMANCE**  
... they save time and work!

The Hotpoint Harmony Duet—Automatic Washer and Dryer—are matched to achieve uniformity and beauty as well as being the most modern and efficient home laundry unit.

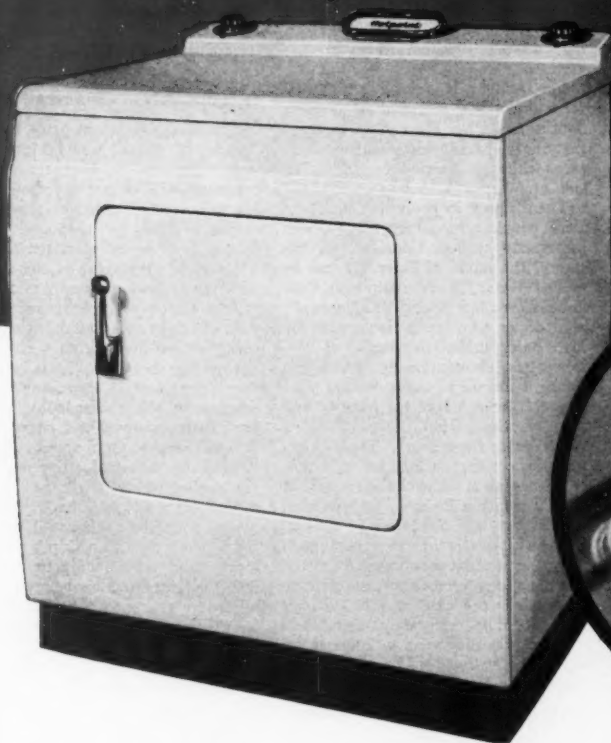
### HOTPOINT FULL-LINE LEADERSHIP!

Hotpoint's introduction of this outstanding new Automatic Dryer is further proof of Hotpoint's Full-Line Leadership. The Hotpoint line includes every major electric home appliance for modern kitchens and home laundries. Each appliance has gained distinctive leadership in its field. Have your Hotpoint distributor give you the complete story on the new Hotpoint Automatic Dryer and the other Hotpoint appliances which make the Hotpoint Full-Line Franchise the industry's most coveted.

# Switch to

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS

# Hotpoint!



THE NEW **Hotpoint**  
AUTOMATIC DRYER  
Eliminates . . . LINT, MOISTURE,  
and EXCESSIVE HEAT  
in the  
LAUNDRY  
AREA . . .



## THE SENSATION OF THE INDUSTRY!

The new Hotpoint Automatic Dryer with Rainbow Drying Action is creating an indescribable amount of excitement everywhere within the industry.

It's the star of the show wherever it's shown. Now, for the first time, the new Hotpoint Automatic Dryer offers dealers a clothes dryer that eliminates moisture, lint and excessive heat from the laundry area.

**\*ANOTHER HOTPOINT FIRST!**

**HERE'S HOW IT WORKS . . .** A fine spray of cool, clean water injected under the tumbler-drum thoroughly washes the air. The revolving tumbler-drum circulates the washed air as Hotpoint's Sun-Pure Calrod® units heat and purify it. Specially designed Fluf-Fins unfold and tumble the clothes, concurrently drawing the heated, purified air into the drum. The air absorbs the moisture from the drying clothes and picks up the suspended lint. The moisture-laden and lint-contained air quickly cools and the moisture condenses as it reaches the water spray under the drum. Moisture and lint are then expelled down the drain.

# Hotpoint!

FOR FULL-LINE  
LEADERSHIP

# Hotpoint Inc.

CLOTHES DRYERS • ROTARY IRONERS • CABINETS

(A General Electric Affiliate)

5600 West Taylor Street, Chicago 44, Illinois

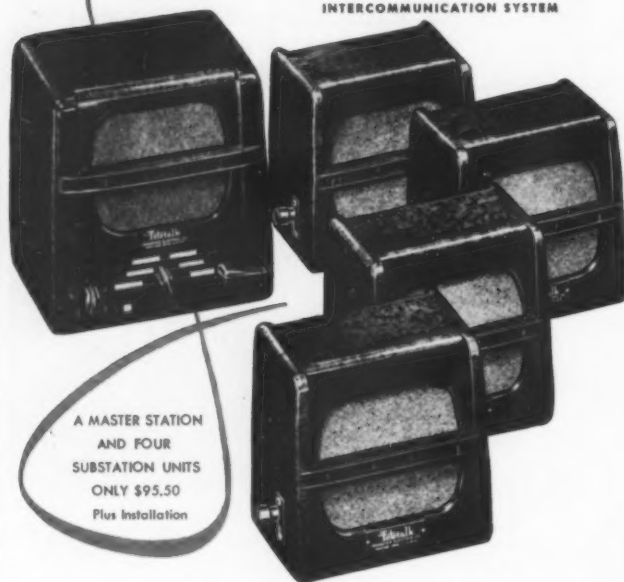


SELL THIS

big help

TO SMALL BUSINESSES

WEBSTER ELECTRIC  
**Teletalk**  
REG. U.S. PAT. OFFICE  
INTERCOMMUNICATION SYSTEM



A MASTER STATION  
AND FOUR  
SUBSTATION UNITS  
ONLY \$95.50  
Plus Installation

**BUILT TO SPEED UP OPERATIONS FOR**

- Warehouses
- Small factories
- Loading docks
- Other small businesses

These are days that call for top efficiency in small businesses as well as big ones. The Teletalk 5-unit intercommunication system was specially developed to enable small businesses to accomplish more in less time. What a sales opportunity for you! There are prospects all around you needing this efficient expediter. This Teletalk system is attractively priced and the quality built in by Webster Electric assures customer satisfaction. Write today for full information regarding a dealership. Webster Electric Company, Racine, Wisconsin. Established 1909.

**WEBSTER ELECTRIC**  
RACINE • WISCONSIN

"Where Quality is a Responsibility and Fair Dealing an Obligation"

**When the Debtor Goes A.W.O.L.**

CONTINUED FROM PAGE 81

had ever lived at the address. She evaded paying an amazing number of bills through using this little scheme until it was finally exposed.

In order to stymie this and similar artifices, appliance dealers were asked to compare the debtor's name with a social security card, a driver's license, a birth certificate, or some other official document bearing the party's true identity.

#### MAKE SURE SPELLING IS ACCURATE

The next most common complaint was that business firms cause the skip tracer to lose valuable time by misspelling either the name, or the address of the debtor. In some cases such carelessness even allows the defaulting customer to slip through his fingers.

For instance, it is not at all unusual for a skip tracer to spend all morning hunting up Pine Place only to learn that the right address was Pine Terrace which is located on the other side of town.

Then again it is most difficult to trace people whose names have been incorrectly spelled. Consider, for instance, the name of Baer. It can be spelled Beare, Baier, Behr, or Bear to mention a few deviations. The appliance dealer who opens an account for Mr. Baier under the name of Mr. Bear has unintentionally given the debtor a chance to move around a bit to see if he can lose his identity and avoid paying the bill.

Accepting the debtor's initials is another prevailing cause for mix-ups. A glance at a telephone directory in any large city will show just how hard it is to locate P. Smith, or L. Brown. So when it comes time to write a name on a charge sheet they suggest that the full name of the customer, the wife or husband as the case may be, and all references be accurately listed. In other words, they wish to know if the R. in the husband's name stands for Richard or Robert.

#### FIND OUT WHERE DEBTOR WORKS

The skip tracers were unanimous in saying that the best way to locate a missing charge customer is through employment records. They point out that nearly everyone has to make a living, and this means people have to supply personal histories to get a job. Employment files are generally available because personnel managers are not favorably disposed toward workers who try to beat a fellow businessman out of a bill. A good example of how these files can help to identify a person is illustrated in the following experience as related by one of the skip tracers.

A certain young man who was steadily employed bought some appliances on open account promising to pay for them in monthly installments. He defaulted on the first payment and when contacted by a collector, denied that he was the one who made the purchase. The appliance store had neglected to get his signature, so a skip tracer called at the employment

office where the young man worked. The personnel manager brought out his file, and comparing it with the application for credit, it was found that the same name was given as brother-in-law in both cases. The young man was then called into the office and questioned about these references he had given. This factor forced him to admit he was the right person and he made arrangements to pay the bill to save his face on the job.

In connection with this point, the skip tracers remarked that it would be of great assistance to them if appliance dealers would take down not only where their charge customers work, but also the nature of their work, how long employed on the present job, the department worked in, and the name of the immediate superior.

#### INCLUDE PHYSICAL DESCRIPTION

The final suggestion made by these "tracker downers" was for the appliance stores to jot down the physical characteristics of every person applying for credit. This is the same information as asked for when applying for fishing licenses, or marriage licenses. To illustrate the value of this type of data the following story was told.

A woman possessed of sufficient financial resources to establish a line of credit moved away from a city without paying her bills, literally owing every merchant in town. In her own community she succeeded in getting her credit approved and among other things bought an expensive radio. When she defaulted on a payment, the dealer went to her address and found she had sold her home and moved to parts unknown. He turned the account over to a skip tracer who located the woman only to have her deny she was the right person. She alibied by saying that she had a cousin by the same name and it must have been this relative who had opened the account and purchased the radio.

During the course of the investigation the skip tracer learned of her previous address in the city she moved away from, and wrote to the credit bureau there for her description. They were able to secure it from several merchants who had lost heavily through her untimely departure. It finally developed that the woman had dyed her hair, acquired a pair of window pane glasses, and made a radical switch in her hair styling, all to fool the creditors. Her weight, her age, the color of her eyes, and a scar on her left hand all tallied and provided the determining factors to identify her as the person who established the credit and purchased the radio. She was made to pay all her bills in both cities.

In concluding, these men who sleuth out defaulting charge account customers say that a good credit application is the best weapon they possess in ferreting out the hiding place of the elusive debtors. They said that if appliance dealers would get the data they have asked for it would bring them more net profit through reducing credit losses.

End

# The Demand is Terrific!

Everybody's investing in



The Genuine  
**Vornado®**  
WORLD'S FINEST AIR CIRCULATORS

Dealers everywhere are actively planning ahead. Heavy dealer buying to date is based on consumer preference and demand for the *genuine* Vornado. Past experience proves that an adequate Vornado inventory is ironclad sales and profit insurance because, with Vornado, dealers always have a "good fan year." Your Vornado distributor still has some inventory. ORDER YOUR VORNADOS TODAY.

*Here's Why* THE DEMAND IS TERRIFIC!

We've made these investments for you!

**TWICE** as much consumer advertising space in twice as many magazines, including *Life*, *Saturday Evening Post*, *Better Homes and Gardens*, *Ladies' Home Journal*, *Holiday*, *Holland's*, *Successful Farming*, *Tourist Court Journal*, *Office Appliances*, *Modern Beauty Shop*, *Journal of AMA*, and *Journal of American Dental Association*.

**TWICE** as much display material, including Vornado Air Test Laboratories, window fan display stands, the Vornado girl on a horse display, plastic balls, balloons, counter cards and comfort calculators.

**TWICE** as much promotion material—catalog sheets, envelope stuffers, self-mailers, transcribed radio spots, television commercials, direct-mail letters, teaser cards, and a wealth of other promotional material.

**Vornado must be good to be imitated!**

CHECK THESE *plus* FEATURES

- 1 Vornado is the most wanted fan in America.
- 2 Years ahead in design and eye appeal.
- 3 More exclusive sales and performance features.
- 4 Better discounts which mean greater profits to you.
- 5 Hardest hitting sales promotion program in the fan industry.

BE SURE TO STOCK THE GENUINE VORNADO

A product of THE O. A. SUTTON CORPORATION, WICHITA, KANSAS



THE O. A. SUTTON CORPORATION  
1812 WEST SECOND STREET  
WICHITA, KANSAS

We would like to know more about your 1951 Vornado "Opportunity Year" program and the name of your local distributor.

Name \_\_\_\_\_  
Firm Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



**Special Model 144**—optional accessory—B18 Lamp Assembly, A16, A17, 6 quart capacity Mirromatic Pressure Cooker.

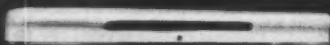


**Standard Model 134**—optional accessory—B18, A16, A17, Lamp Assemblies and 6 quart Mirromatic Pressure Cooker.



**Deluxe Model 164**—optional accessory—6 quart Mirromatic Pressure Cooker.

# NOW! Greater than



ACCESSORY UNIT is an attractive accessory with chrome trimmings that includes a soft, diffused light that can be turned off and on to illuminate the range for late evening meals.



ACCESSORY UNIT is a compact unit that automatically over time and meter will turn over to use of automatic to maintain when automatic over time is not required it will turn off.



ACCESSORY UNIT is a compact unit that automatically over time and meter will turn over to use of automatic to maintain when automatic over time is not required it will turn off.

## FLORENCE OFFERS EVERYTHING EVERY DEALER NEEDS

- ✓ Full line of cooking and heating appliances...for every fuel...for every budget.
- ✓ Top-Quality competitively priced.
- ✓ A good margin of profit for you.
- ✓ Sparkling, eye-catching design.
- ✓ Work-saving features that close sales.
- ✓ Consumer acceptance that builds demand.
- ✓ Co-op advertising plan.
- ✓ Full color point-of-sale displays.
- ✓ Complete selection of Dealer Sales Helps.
- ✓ Warehousing facilities for faster delivery.
- ✓ Big company resources—3 modern plants.
- ✓ Continuous research and product improvement.
- ✓ Over three quarters of a century of experience—a tradition of value.



**Space-Saver Model 113**—optional accessory—A16 lamp and multiple window assembly.



**Space-Saver Model 114**—optional accessories—A16, A17 lamp and electric timer assembly for full automatic operation.



**Space-Saver Model 115**—optional accessories—A16 or A17.





Custom Deluxe Model 194—  
optional accessory—a quart Mini-  
romatic Pressure Cooker.



# ever! Florence Electric Ranges

## will increase your sales...profits...prestige

**C**LEAN...Fast...Automatic Electric Cooking is the kitchen trend today. And Florence helps you get in on this fast-growing market with a complete line of value-packed Florence Electric Ranges...4 forty inch models...3 popular space-saver models...give you a line that will clinch every sale—for every kitchen...every pocketbook. And a full range of accessories provide you with the trade-up items necessary for highest profits.

Every feature for cool, clean cooking perfection has been included in these outstanding

kitchen beauties—deep-well Budget Cooker that converts to an extra burner for practical cooking convenience...5 heat, high-speed surface units give any heat you need—from gentle simmer to racing boil...large family-sized oven with two units for baking, broiling, roasting; porcelain enameled for a long life of easy-to-clean maintenance...oven heat control automatically switches from pre-heat to bake...full safety approvals...acid-resistant Titanium porcelain enamel finish...all add up to the range your customers will want in '51!



• Month after month, big national magazines will carry big, full-color Florence advertisements to pre-sell Florence products for you. Watch for Florence ads in  
BETTER HOMES & GARDENS,  
COUNTRY GENTLEMAN, MCCALL'S,  
GOOD HOUSEKEEPING,  
SATURDAY EVENING POST, and HOUSEHOLD.



**ELECTRIC RANGES • GAS RANGES • LP-GAS RANGES • OIL RANGES  
COMBINATION RANGES • GAS HEATERS • OIL HEATERS**

**FLORENCE STOVE COMPANY**...General Sales Offices and Plant: Gardner, Mass. Mid-Western Plant: Kankakee, Illinois.  
Southern Plant: Lewisburg, Tennessee. Other Sales Offices: 1 Park Avenue, New York; 1452A Merchandise Mart, Chicago;  
419 Western Merchandise Mart, San Francisco; 53 Alabama St., S.W., Atlanta; 301 North Market St., Dallas.



## Large Appliance Dealer Calls KLIXON Protectors "Hidden Salesmen"

CHICAGO, ILL.: Irving Wolfson (left) and George Templer (right), co-owners of Temson Radio Company, one of Chicago's leading appliance dealers, state that KLIXON Protectors are hidden but potent salesmen. They declare:

"Our business is based to great extent on customer goodwill. We have found that elimination of motor failures and service problems on KLIXON-protected appliances is a great help in securing and maintaining this goodwill."



Manual  
Reset



Automatic  
Reset

### Klixon Protectors Maintain Customer Confidence by Preventing Motor Burnouts

The Klixon Protectors illustrated are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with Klixon Protectors.

**KLIXON**  
TRADE MARK REG. U. S. PAT. OFF.

**SPENCER THERMOSTAT**  
Division of Metals & Controls Corp.  
2503 FOREST ST., ATTLEBORO, MASS.

## How to Stop "Salesman Stealing"

**Employment contracts with your salesmen can be so drawn as to discourage your competitors from stealing them—and your customers**

By  
**Albert Woodruff Gray**  
Attorney at Law

### Case I: He Couldn't Work For Another Firm

The employment contract of a New Jersey firm with a salesman said that the salesman, "does further agree that upon the termination of his said employment he will not directly or indirectly as agent, servant, employee or representative, be connected with or concerned in any competitive business or business dealing in goods or products similar to those of his employer for a period of eighteen months," in that state.

This provision was followed by, "The purpose and intent of the parties hereto is to prevent said employee after the termination of his present employment, from entering into a competitive business either directly or indirectly within the territory covered by said employer."

After two years this salesman resigned and entered the employ of a competitor. The first employer sued for an injunction forbidding the salesman continuing in this second position. In its decision the New Jersey court, issuing an injunction against the employment of this man by a competitor, emphasized the essential feature in relation to an employer's right to this restraint against competition of this character, that such restraint must be reasonable both as to the period of time it is to continue and the territory to which it is applicable.

Agreements not to perform certain acts or specific activities in instances of this sort have been uniformly enforced where the services of the salesman have been of such a nature that they readily enable him to influence the trade of the customers of his employer.

### Case II: Commissions Halved On Departure

A more drastic provision in a contract of this type came before a California court a few years ago. There the salesman had agreed on a selling commission of two percent payable when the account was settled by the customer with the further provision that, "If for any reason hereinafter stated, you should cease to be employed by this company before the goods are so invoiced, delivered and paid for, you shall be entitled to only one half of the regular commission."

The reasons named in the agreement authorizing such a reduction in commissions were, "Actions against the best interests of our company such as conducting another business while in our employ or being interested in a competitive business while in our employ."

A year and a half later the salesman left this employment. During that period, however, he had secured the selling agency for a firm that until then had been represented by this employer.

In the suit brought later by the salesman for commissions the employer contended that only one half of the two percent named in the contract was payable to him by reason of his competitive activity in securing this agency.

"Undoubtedly it was a motive of the employer in placing that provision in the contract, to create an incentive for this salesman to remain with the company, but such a motive did not make the contract illegal," said the court holding the provision for the reduction of the commissions valid. "It was a provision stated as one of the terms of employment that if the salesman should for any reason cease to be employed except for reasons of illness and so on, he would be entitled to only one half of the regular commission."

### Case III: Stealing Old Employer's Customers

A similar contract against employment by competitors in New York was implemented by a different and possibly more direct method. The salesman here had agreed to refrain from soliciting any customer whose name he had learned while in this employment. In addition the salesman deposited a stipulated sum with the company to be held as security for the fulfillment of this obligation with the authorization that the company deduct from the moneys so paid, "such sum or sums as shall be necessary to fully reimburse said company for any damage or loss

(Continued on page 92)



"NOW IF YOU'LL JUST STEP IN HERE, MR. HEITZLER, WE'LL DISCUSS PRICES!"

# So much MORE for the money!

*more to see...*

*more to show...*

*more to sell...*

## Arvin TV



VISIBLE VALUE

You can see the difference!



Arvin 16" Table  
Model 2161TM

**\$239<sup>95</sup>**

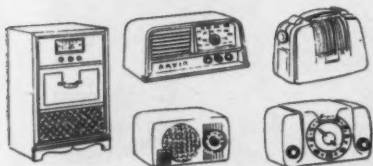
Same fine features as 2160 CB in a beautiful American modern mahogany table model. Table to match at slight extra cost.

Other models from \$129.95. Prices subject to change without notice. All prices plus federal excise tax and warranty. All prices slightly higher in Zone 2.

All 1951 Arvin television receivers are designed for easy conversion to receive color broadcasts transmitted under established FCC standards.

.....

ARVIN ALSO OFFERS AMERICA'S MOST COMPLETE  
RADIO LINE—Prices from \$13.95 up!



Popular Arvin 16" Console Model 2160CB

Let them look! Let them listen! Let them compare! The big, sharp, steady 16" picture — the superb styling and dependable performance of this popular Arvin give you an edge on all competition! Whether they prefer the richness of imported mahogany veneer or the modern beauty of Lined Oak, you have all these advantages to clinch the sale!

**\$279<sup>95</sup>**

(In mahogany, \$269.95)

- Rectangular No-Glare Black Tube
- Straight AC circuit, 19 tubes including rectifiers
- Exclusive Arvin Velvet Voice tone system
- Powerful electro-dynamic speaker
- Horizontal automatic frequency control
- Electromagnetic deflection circuits
- Automatic gain control
- Phono-jack and built-in antenna

WRITE FOR DISTRIBUTOR'S NAME

Television and Radio Division

**Arvin Industries, Inc., Columbus, Indiana**

(Formerly Noblitt-Sparks Industries, Inc.)



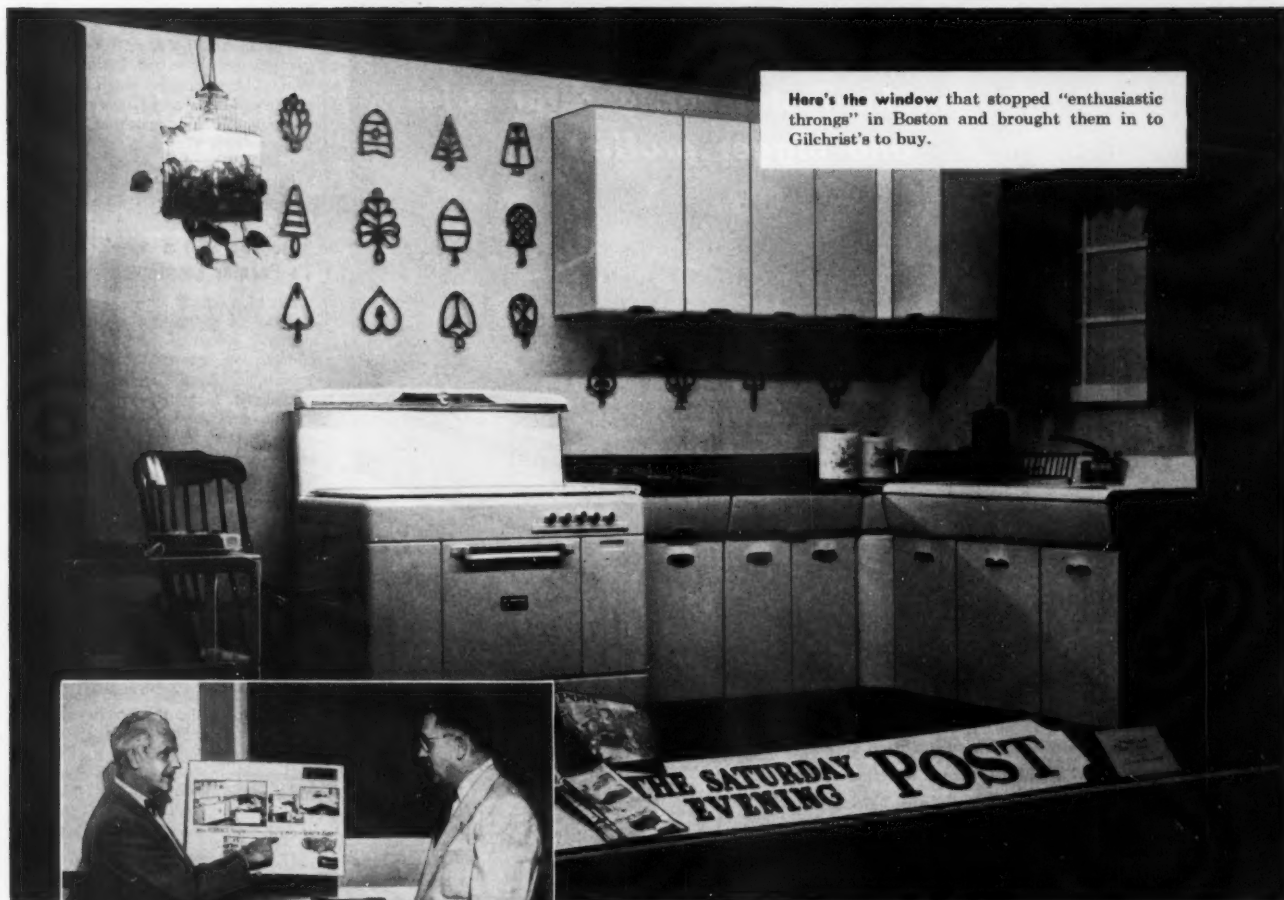
# Look what Florence



The Florence Stove Company's two-page, four-color advertisement in The Saturday Evening Post featured four of the country's leading stores: Barker Brothers, Los Angeles; Gilchrist's, Boston; Haverty's, Atlanta; and Pogue's, Cincinnati.

# cooked up!

Here's the red-hot-results story of Florence Stove Company's Post campaign



Haverly's advertising director, Mr. Merle Thompson, is shown outlining their Florence-Post promotion plans to Mr. John H. Harte, manager of the Atlanta store.



The problem was twofold. First, Florence Stove Company advertising had to reach prospects all over the nation. Second, it had to help dealers stage intensive local promotions. They chose the Post. Their two-page ad featured four dealers. The results were terrific. Take Cincinnati, for example. Pogue's department store was featured in the ad. But twenty-six stores in the Cincinnati area tied in. They installed special windows. They ran newspaper ads. They went all out merchandising Florence's Post campaign. Similar successes have been reported in city after city. And Florence Stove Company is continuing this big campaign in the Post, the magazine that gets to the heart of America.

## -gets to the heart of America

## Salesman Stealing

CONTINUED FROM PAGE 88

sustained by it and occasioned by this employee."

This was followed in the contract by a provision that this clause was not exclusive of any other remedy the company might have for a breach of the agreement of the salesman not to enter any competitive business or activity.

The salesman a short time later organized a competitive business of his own. The company sued for a breach of the contract and recovered not only the sum the salesman had deposited as security, but also an injunction against his further solicitation of any competitive business and additional damages.

### Case IV: \$50 a Week To Former Employer

An ingeniously simple and effective method of protecting business from disloyal salesman and unscrupulous competition was contained in a contract upheld by the Kentucky Court of Appeals in March, 1950.

This contract of employment provided, "It is further agreed as part of the employment consideration that should the employee herein desire to engage in business for himself or be connected with any one else in this city for a period of two years after the termination of this contract, that in that event this employee agrees to pay to this employer \$50 per week for a period of two years beginning the day such business is opened."

The employee subsequently established his own business. The former employer sued for the money he claimed due under this provision of the contract. Deciding in favor of the employer and holding this a valid and enforceable agreement, the Kentucky court outlined the rule by which the validity of these agreements for preventing the competition of salesmen may be determined.

"The significant question is whether the agreement constitutes a reasonable restraint of trade. The test of this reasonableness is whether the restraint, considering the particular situation and circumstances, is such as only affords a fair protection to the legitimate interests of the party in favor of whom it is given and not so extensive as to interfere with the interests of the public. The contract here does not go so far as to prohibit the employee from engaging in business but only provides that if he does so he shall pay a certain sum for exercising this right."

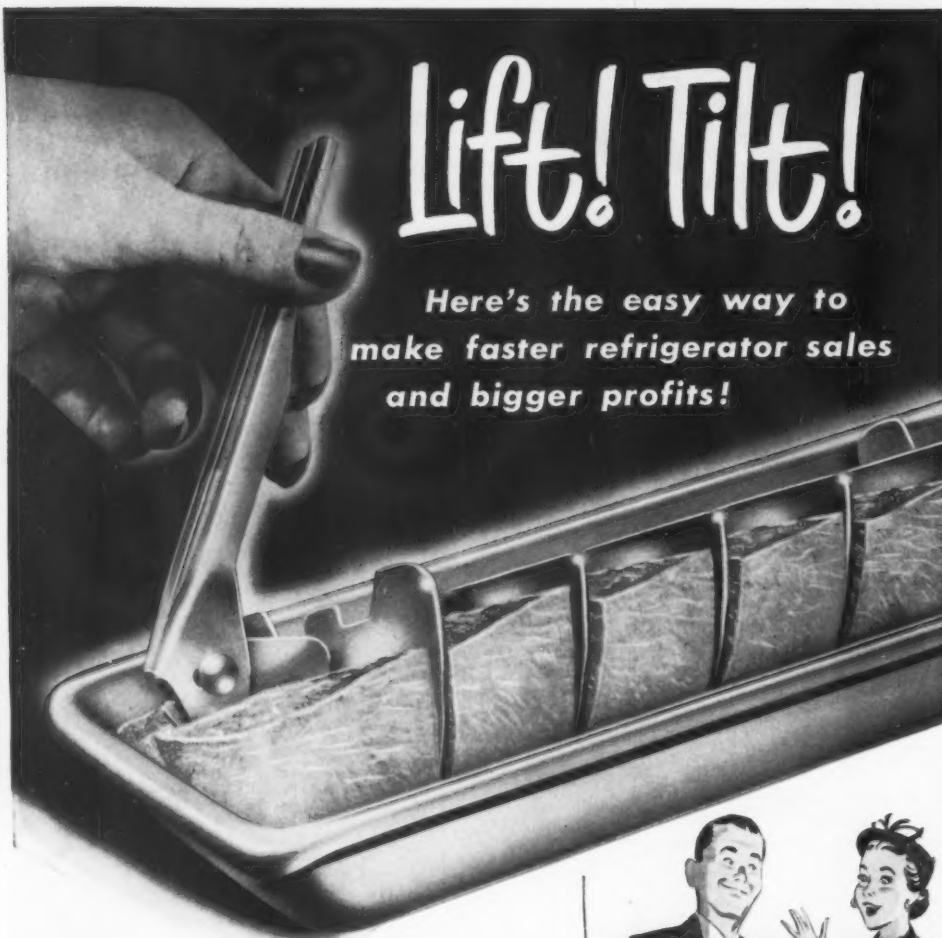
End



"HAVE YOU TRIED FEWER CLOTHES IN IT?"

# Lift! Tilt!

Here's the easy way to  
make faster refrigerator sales  
and bigger profits!



Try this actual demonstration! Slip an ice-filled Inland Tray (and it will slip too, no sticking!) from a refrigerator and show the prospect how it works. Just lift the "Magic Touch" lever and tilt the grid. Ice cubes . . . big, sparkling, free, dry, ready to use . . . a few at a time or a trayful.

That's all there is to it. That's all there will be to it in the prospect's home. The utter simplicity and completeness of this demonstration gives it tremendous selling power!

It'll help you close a lot of refrigerator sales. And you'll make a lot of on-the-spot sales of Inland Trays, as replacements for old, outmoded, inconvenient trays.

Make sure that the refrigerators you sell are equipped fully with Inland "Magic Touch" Ice Trays.



# Lift! Tilt!

That will be the theme of Inland's strong 1951 advertising campaign in national magazines. Begin now to make the "Lift! Tilt!" demonstration a part of your own selling plan. Tie in with Inland's national advertising for more sales and bigger profits in your store!



# "Magic Touch"

## ICE CUBE TRAYS

INLAND MANUFACTURING DIVISION, General Motors Corporation, Dayton, Ohio





LIKE the rest of us, Jones knows there are plenty of selling problems ahead.

But Jones is always in there pitching. He's in business to *stay*. He knows that whether selling is hard or easy, he's *got* to demonstrate to make buyers feel they are getting their money's worth—to keep his salesmen in selling trim—to avoid costly service calls later on.

Most important, Jones knows that the 30SS Easy Spindrier gives him the most dramatic, convincing *action* demonstration in the washer business.



#### FREE "SALES INSURANCE"!

To help you keep your organization on its toes—come what may—Easy is launching a timely sales training drive. Its backbone is a new hard-hitting Spindrier selling story. It was worked up by Easy salesmen from actual field experience.

Set up a date with your Easy representative to give your men this new Spindrier selling approach now. Keep your salesmen's selling muscles hard!

Easy Washing Machine Corporation  
Syracuse 1, New York.

Keep demonstrating

**EASY  
SPINDRIER**

for sales  
now and later!



*It pays to answer service calls with*  
**CHROMALOX Supreme**



Answering service calls with Chromalox Supreme Units is certainly profitable! You can fit all range openings easily and make replacements quickly with only a screwdriver and pliers. Best of all—the profit, plus your service charges, really make it worthwhile. And chances are, your customers will be so pleased with Chromalox Units, they'll ask you to modernize their entire range top with them.

So don't wait . . . start servicing electric ranges in your community now with Chromalox Supreme—the range unit preferred by most dealers and homemakers.

J. L. Elliott  
Vandergift, Pa.

"One customer who bought four Chromalox Supreme Units from me was directly responsible for four more complete range-top modernizations. That's easy, profitable service!"

WRITE FOR BULLETIN RU-149  
It's loaded with useful modernization data for all electric ranges.

**EDWIN L. WIEGAND CO.**  
7525 THOMAS BLVD., PITTSBURGH 8, PA.

PC-48



**CHROMALOX Supreme** UNITS  
*"Electric Cooking at its Best"*

**Want Extra Profits?**

**CHROMALOX**

*Electric*  
**HOT-WATER  
REPLACEMENT  
HEATERS**

WRITE FOR DATA SHEET



AN ILLUMINATED plastic sign can identify both a dealership and a specific appliance line effectively by day or by night.

## Plastic Signs Make Good Point-of-Purchase Ads

**Versatility and attractiveness help plastic gain in favor for trade mark identification**

NEON signs have been a favorite form of point-of-purchase advertising for some time, but because neon can be used only when passed through glass tubes, it cannot reproduce trade marks, etc., which are not adaptable to the tubular form. Besides, they have been limited in color, sometimes fuzzy in outline, and frequently afflicted with "blinkitis" when they are not out of commission altogether.

Plastic point-of-purchase signs, introduced in the last two years, have improved the picture considerably. Most national appliance firms now have from one to five different dealer displays, created in distinctive design and at low cost on mass-production assembly lines of plastic sign manufacturers, of which the largest is Neon Products, Inc., Lima, Ohio. They ship safely at nominal rates and operate with minimum trouble. When something goes wrong, the dealer can usually fix it himself.

The new signs have full-color copy fused into strong Plexiglas faces lit by enclosed slimline fluorescent lamps. Because plastic can be formed in almost any shape, the design possibilities are endless.

Appliance manufacturers have sev-

eral ways of merchandising their signs to dealers. The most common methods are:

**Selling at Cost:** Under this plan, the manufacturer passes the signs along to his dealers at the manufacturer's full cost. Billing is handled directly between the sign company and the local dealer. Sometimes the manufacturer works out a time-payment program with dealers.

**Sharing the Cost:** Under this system the manufacturer pays part of the sign cost to get his product identified at the point-of-sale. A portion of the cost may be credited on future orders until the dealer's share is paid.

**Giving Signs as Premiums:** Some manufacturers give signs as premiums to dealers who place quantity orders or increase their stock.

**Making Outright Gifts:** Others make outright gifts of their signs, absorbing the cost because of the additional sales made by dealers through proper identification.

**Using a Lease-Lend Program:** Manufacturers who desire to keep full control of their signs lease or lend them to local outlets. If a dealership is discontinued, the sign is reclaimed.

End



THESE TWO illuminated plastic signs accomplish product identification and form effective displays in ways that neon could not.

# SYMBOLS OF QUALITY



This Advertisement is  
appearing in  
Good Housekeeping,  
March, 1951

**CHARCOL-ATOR BROILER**  
radiates heat like glowing charcoal, for healthful, juicy barbecue-style broiling.

**SAFE-TEE-KEE.** A Grand exclusive, locks burners "off" to keep youngsters safely out of mischief.

The proof of the pudding—or steak—is in the cooking... which Grand makes so wonderfully simple, and simply wonderful. For 85 years America's good cooks have fed their families Grand meals. And today's Grand Gas Ranges are better than ever. Their *instant heat* is accurate to any degree you desire. Every feature is designed to give you good eating... and joy in cooking.

**GAS RANGES**  
CLEVELAND, OHIO  
*The Gas Range with the Safe-Tee-Kee*

The Grand name, a symbol of quality for 85 years, continues to be advertised in such leading publications as Good Housekeeping and Parents' Magazine. And Grand continues to carry the prized seals of those two important Institutes, as further symbols of quality. Today, as for many generations, America's good housekeepers have put their seal of approval on Grand, the Gas Range that has Everything! Write us for full details.

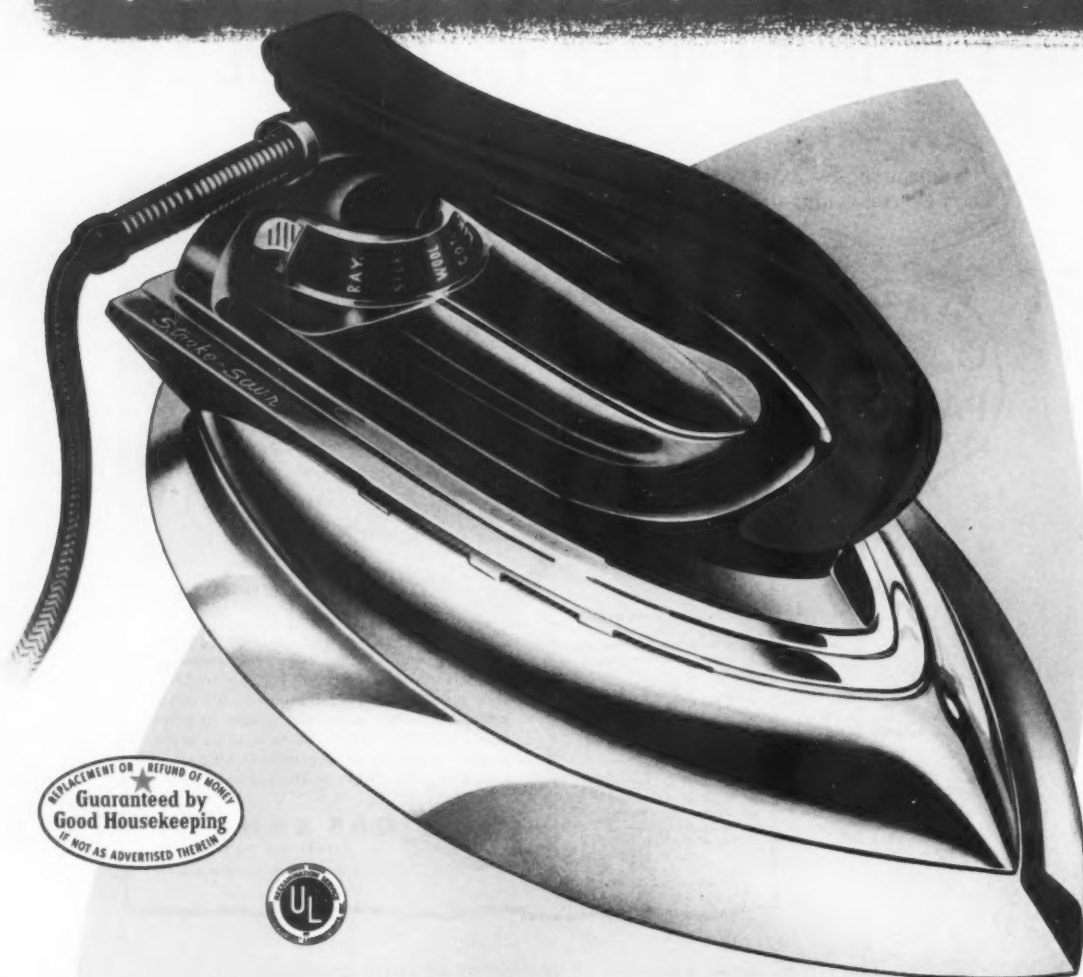


**HOME APPLIANCE COMPANY**

2323 East 67th Street • Cleveland 4, Ohio



# NO OTHER IRON



REPLACEMENT OR REFUND OF MONEY  
★  
Guaranteed by  
Good Housekeeping  
IF NOT AS ADVERTISED THEREIN



## CUTS IRONING TIME ALMOST IN HALF!



### 37% LARGER SOLEPLATE

Stroke-Sav'r has a larger ironing surface than ordinary irons. Large flatwork is quickly done, saving hundreds of strokes and hours of time.



### COMPLETELY ROUNDED HEEL

Stroke-Sav'r's revolutionary shape designed from a perfect circle makes ironing easier . . . it lets you iron in any direction without wrinkling.



### LOWER, WIDER BEVEL

Stroke-Sav'r's lower, sloping bevel eliminates button slots. It glides under buttons, into pleats and ruffles without interrupting stroke.

# CAN MATCH IT!

## UNIVERSAL Stroke-Sav·r

**1** AMERICA'S FASTEST AUTOMATIC IRON!

**2** THE IRON RATED BEST BY HOME ECONOMISTS!

The Universal Stroke-Sav·r has outmoded all other irons! In certified tests against five other leading irons the Stroke-Sav·r cut 26 minutes from the average ironing hour. Its revolutionary shape makes it faster on all types of ironing.

Thousands of women have proved Stroke-Sav·r's superiority over other irons. Home Economists have acclaimed the amazing Stroke-Sav·r for its contribution to easier, faster ironing. It's the iron no other can match . . . the one every woman is asking for . . . the iron to make your sales leader for '51.

**Money Back  
Guarantee!**

Offer your customers a 10-Day Home Trial. Universal authorizes a full refund of the entire purchase price if they are not absolutely convinced the Stroke-Sav·r is the finest iron they ever owned.

*Sell* "HALF THE TIME" and **DOUBLE** *Your Sales*

**Only the Stroke-Sav·r** can claim ACTUAL, PROVED SAVING OF TIME! Show women the Stroke-Sav·r that can cut their ironing time in half! Sell them the iron that is faster . . . takes less effort than any other on the

market today. All over the country women have been finding out about Stroke-Sav·r's amazing time-saving advantages. Like other Stroke-Sav·r dealers, you can Double your iron sales by selling "HALF THE TIME".

# UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

Copyright, 1951, LFAC

**only NELDA gives you**

**ALL THE NEWS on PRICES**  
**ALL THE VIEWS on NEW MODELS**  
**ALL THE NEWS on NEW SPECS**  
**of AMERICA'S STANDARD NATIONAL BRANDS of TELEVISION,**  
**MAJOR and TRAFFIC APPLIANCES and RELATED MERCHANDISE**

**Your NELDA subscription brings you**

- ★ **THE NELDA 1951 MASTER LOOSELEAF EDITION** ... with Freeze-Day Prices on More Than 4200 Models
- ★ **MONTHLY SUPPLEMENTS** ... with Pictures, Specifications and Prices of New Models
- ★ **WEEKLY PRICE BULLETINS** ... Freeze Prices ... Thaw Prices or Quick-Change Adjustments
- ★ **REGULAR LISTINGS OF DISCONTINUED MODELS**
- ★ **SPECIAL RELEASES** ... Appliance News **FIRST** and **FAST!**

**MORE THAN 300 TOP LINES COVERED • OVER 10,000 LISTINGS ISSUED A YEAR**

**Get ALL the NEWS on—**

TELEVISION  
RADIOS  
RECORD CHANGERS-RECORDERS  
REFRIGERATORS AND FREEZERS  
ELECTRIC RANGES  
GAS RANGES  
KITCHEN CABINETS, SINKS,  
DISHWASHERS  
LAUNDRY EQUIPMENT

PORTABLE WASHERS  
HEATING EQUIPMENT  
SEWING MACHINES  
AIR CONDITIONERS  
FANS  
HOUSEHOLD APPLIANCES  
ELECTRIC CLOCKS  
ELECTRIC TRAIN SETS  
SHAVERS  
STERLING SILVER FLATWARE

TYPEWRITERS  
PHOTOGRAPHIC EQUIPMENT  
SILVERPLATED FLATWARE  
VACUUM CLEANERS, FLOOR POLISHERS,  
SWEEPERS  
CIGARETTE LIGHTERS  
PENS AND PENCILS  
SPORTING GOODS  
OUTBOARD MOTORS

- ★ **Only NELDA gives you quick comparison of competitive models and prices**
- ★ **Only NELDA tells you regularly what's available and what you want to know about buying and selling appliances**
- ★ **Only NELDA delivers impartial, independent, unequalled reference every business day in the year**

**SAVE TELEPHONE CALLS — SAVE LETTER-WRITING — SAVE TIME CLOSING SALES**  
**ANSWER CUSTOMERS' QUESTIONS ON THE SPOT WITH NELDA!**

**Write for Subscription Information Today**

**NELDA Publications, Inc.**

**109 West 30th Street**

**New York 1, N.Y.**

*Publishers of Standard Merchandise Manual, Standard Trade-In Manual, America's Blue Book of Gifts.*



# ELECTRICAL MERCHANDISING *News*

**M**OBILIZATION has already begun to punish appliance dealers. But so far, it's nothing compared to what's coming in the next few months when, for example, you can expect higher down payment requirements under Regulation W, price control for production and steeper excise taxes.

The preliminary planning period is just about over. Now, in rapid-fire order, come the edicts that will limit your profits and freedom of action: price and manpower controls, construction limitations, higher taxes and higher credit curbs.

Despite the vagueness and the confusion of the first few orders—especially price and wage orders—the controls are going to hurt. When it comes to taxes, the bite will be bigger than it was at the World War II peak—still the highest in U.S. history. On the other hand, the efforts to channel production to military goods (see page 124) and to stabilize the economy won't be nearly as drastic as the last war's—for a while yet, anyway. (For the latest on production cut-backs, see page 112.)

Here's how mobilization is rolling on the fronts that especially concern the appliance industry:

## PRICE CONTROLS

Next to production cut-backs, ceiling prices are just about the biggest problems your business will have to contend with. As controls take hold, the appliance dealer will find markups on individual items frozen to the penny—say \$72.50 on a refrigerator listing for \$250.00, \$7.59 for a pop-up toaster. But meanwhile, volume goes down and overhead goes up.

The trouble is that the Administration's stabilization policy calls for tough treatment for industries that aren't classed as essential. The stabilizers know that short of war, costs will continue to rise because labor, business and the farmer won't live with rigid freezes; they know the best they can do is control the rise, not halt it. So, they figure, why not let profits go up—or down—through price manipulation and that way at least get more production of essential goods.

This means that the government would arbitrarily be fixing profits, dealer-by-dealer. Some businessmen would delight in it, others wouldn't—depending on whose ox is gored. It would be hard, though, to oppose the philosophy frontally, if only because you won't be able to find it stated. No one could point to any one edict to prove that the policy exists.

Of course, price-control-for-produc-

## Dealers Feel Full Force of Mobilization As New Taxes, Tougher "W" Are Asked

**With preliminary planning almost finished, observers predict rapid issuance of new control orders**

*By the McGraw-Hill Washington News Bureau*

tion isn't really new. The old office of Price Administration was backing into it on a fairly general scale toward the end of World War II. Indeed, incentive pricing was used in spot situations—to get more vegetable oils, for example—as early as 1942.

But now you have the Economic Stabilization Agency deliberately taking this approach at the outset. The seed of the policy is in the word "flex-

ible", as used by Eric Johnston, Cy Ching, and other policy-makers.

Mechanically, this "incentive pricing" would be handled in a fairly routine way. All ESA would have to do is decide which of the applications for price relief to grant. In the case of radar tubes, copper ore or meat, price stabilizer Mike DiSalle would lean over backwards to give the producers something extra.

On the other hand, ESA will find it easy to say no to an appliance maker or dealer—because his line will be classed as non-essential. In these lines, ESA will use the same pricing principle that underlay the voluntary standards announced last December. Before any firm will be allowed to raise its costs, it will have to show that either:

(1) Current over-all profits before taxes are less than those in the period 1946-49, or

(2) The particular items involved are produced at an actual loss, even though over-all profits are equal to the 1946-49 standard.

The kind of manipulation needed to make incentive pricing work would take Olympian judgment in addition  
(Continued on page 170)



**MEMBERS** of the Radio-TV-Household Appliances Wholesale Industry Advisory pose in Chicago during a meeting of task group set up by the committee to help obtain equitable division and allocation of available materials among parts distributors. From left to right (front row) are Sam Rosenthal, Hyland Electric, Chicago; Leslie L. Hale, Hale and McNeill, Monroe, La.; Leslie P. Doidge, NPA; Benjamin Gross, Gross Distributors, New York; Marvin N. Bray General Appliance Storage Co., Alexandria, Va.; (back row) K. G. Gillespie, Jenkins Wholesale Division, Kansas City; W. G. Peirce Jr., Peirce-Phelps, Inc., Philadelphia; Harry E. Williamson, Williamson and Davis, Washington, D. C.; James H. Simon, Simon Distributing Corp., Washington, D. C., and George N. Tobias, Radio Distributing Co., Detroit.



**LINDEMANN & HOVERSON:** J. S. Scott, new general sales manager for the firm, poses with president E. A. Lindemann (right).



**THOR:** sales manager Bob Wilson (left) greets market visitor Otto C. Benjamin of Dewaard Electric Co., Grand Rapids, Mich.



**NORGE:** vice-president Howard "Red" Clary demonstrates one of the company's new refrigerators for John Drake. (For story on the markets see page 130)

## Winter Markets Draw



**EASY:** visitors to the Merchandise Mart got first look at Easy spinners in color. District sales manager F. V. Viola demonstrates.



**CAPEHART-FARNSWORTH:** sales manager E. Pat Toal demonstrates a set for C. S. Eley of General Appliance, San Antonio.



**DEXTER:** Ed Arnett demonstrates the firm's new automatic washer for ELECTRICAL MERCHANDISING'S new products editor Anne Noone.



**ROYAL VACUUM CLEANER:** 35-year veteran J. H. Joseph affects a stoop and uses a cane to show photographer how old he feels.



**DUOTHERM:** sales manager Karl Egeler, his assistant, E. M. Crary, and Chicago rep Guy Weaver take time out for cigarettes.



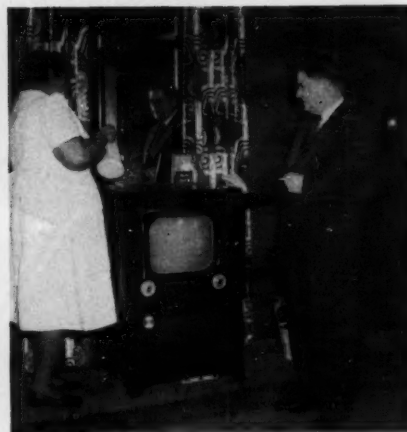
**COOLERATOR:** veteran washer man Paul Berner is congratulated on his new ad agency job by Ward Schaefer (right) of Coolerator.



**MURPHY RADIO:** I. N. (Newt) Merritt put on a monocular when he demonstrated the British-made radios he had on display.

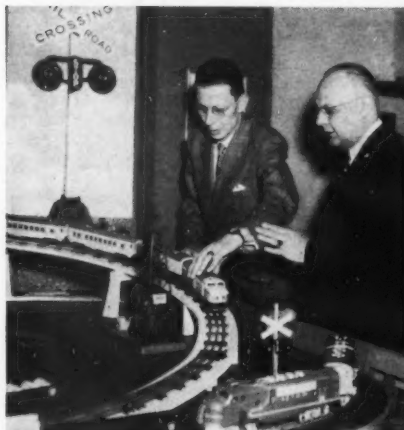


**ROBBINS & MYERS:** district manager F. W. Burmeister shows an attic fan display to a group of visitors from St. Louis.



**ARVIN:** television sales manager Ray Spellman's sales talk is interrupted by plant-watering time at the Mart.

## Appliance Men to Chicago



**DEEPFREEZE:** playing truant from their own booth, F. L. Sacha and John Fellman try out the trains in the Lionel exhibit.



**HALLICRAFTERS:** president William Halligan holds a hotel-room conference with distributor Irving Russell of All-State, Newark.



**QUEEN STOVE:** sales manager Bud Johnson looks skeptical as he listens to Ralph Barnes (right) make a point with E. J. Maschino.



**BENDIX:** Judd Sayre and Parker Ericksen (right) act as hosts to a group of executives from Avco Mfg. Corp., new Bendix owner.



**PRENTISS-WABERS:** assistant sales manager D. F. Abel (right) shows a range to G. H. Watling and Art Stiffler of Columbus, Ohio.

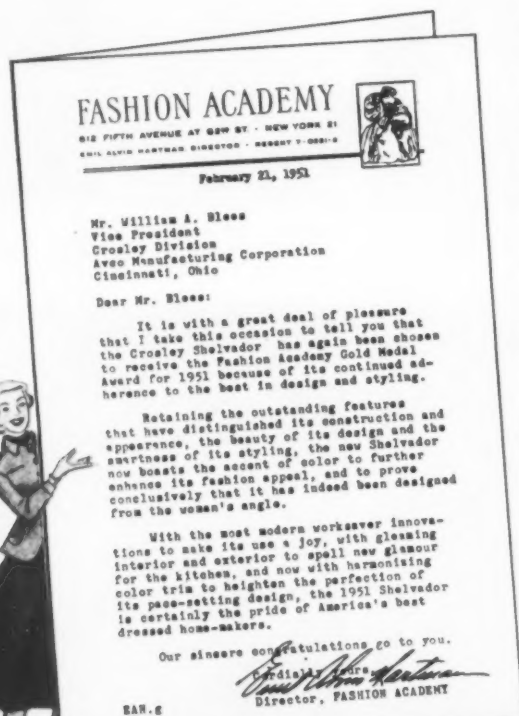


**WHIRLPOOL:** sales manager Bob Mitchell (right) takes W. M. Shipley, Joe Cohan and Herb Williams to lunch.





**Styled-to-Sell Shelvador Refrigerator  
Wins This Coveted Award  
for the Second Year in a Row!  
*The Pace-Setting Designs Keep Coming From Crosley!***



Crosley comes through again—getting the 1951 Fashion Academy Gold Medal Award!

No other refrigerator has ever received this award. And now Shelvador has earned it in 1950 . . . and in 1951—*two years in a row!*

This Fashion Academy Award is no surprise to American housewives from coast to coast who are singing the praises of the 1951 Shelvador Refrigerator. Or, to Crosley Dealers, who know that Crosley products, policies, and planning are establishing a genuine reputation for leadership in the appliance and electronics fields . . . as evidence, also, that Crosley continues to pioneer practically every modern refrigerator improvement.

Take full advantage of Crosley's great national consumer advertising by featuring Shelvador—the world's most beautiful and most convenient refrigerator—in all your local newspaper advertising, floor and window displays. Tell your customers about Crosley "Care-Free" Automatic Defrosting, Matchless Shelvador Convenience, Full-Width Freezer Compartment, Handy ButterSafe, "SOFT-GLO" Interior Styling and Electrosaver Unit.

Team up—tie in! Then you're all set for another successful Shelvador year!

Crosley Division



Cincinnati 25, Ohio

# AWARD goes to Shelvador!®



Model CAC-11

Only  
**CROSLEY**  
gives you the  
**SHELVADOR**  
Designed from the Woman's Angle

BETTER PRODUCTS FOR HAPPIER LIVING  
NEW VACUUM REFRIGERATORS • FREEZERS • ELECTRIC RANGES • OVEN, KITCHEN CABINETS,  
TOASTERS • GARAGE DISPOSERS • ELECTRIC WATER HEATERS • RADIOS • TELEVISION  
THE PACE-SETTING IDEAS ARE COMING FROM CROSLEY!



**HOBART:** ready to open up shop in their exhibit are C. J. Townsend, kitchen appliance sales manager, and Don Mason, advertising manager.



**DORMEYER:** M. Lipsich (left) advertising manager for Dormeyer, plays host to James Conway of Boston and Jack Donahue of Jordan Marsh, Boston.



**DULANE:** company men wore engineer caps and had electric trains to play with. Shown here with caps are John Rogers and sales manager T. E. Wall.

## Electric Housewares Take



**TOASTMASTER:** A. S. Miller (left) and sales manager Bill O'Brien settle a point before O'Brien goes out to lunch. (For story on the market see page 130)



**SILEX:** interrupted by the camera in the midst of a sales pitch is Donald M. Rogers, sales manager. On the receiving end is Charlie Lyon (left) of Louisville.



**PROCTOR:** Mary Riedel, with the assistance of R. H. Dewalt demonstrates for Harry Holcomb and Grace Miller of the **Christian Science Monitor**.



**RIVAL:** Mary Franklin shows Boston representative Hugh Rooney the steam dome on a Steam-O-Matic iron. The dome prevents spitting.



**CHICAGO ELECTRIC:** Answering questions for Margaret Davidson of **Ladies Home Journal** is G. W. Orr, newly appointed sales manager for the company.



**DORBY:** Samuel Becker points out some of the features of the newest model of the Dorby infra-red broiler.

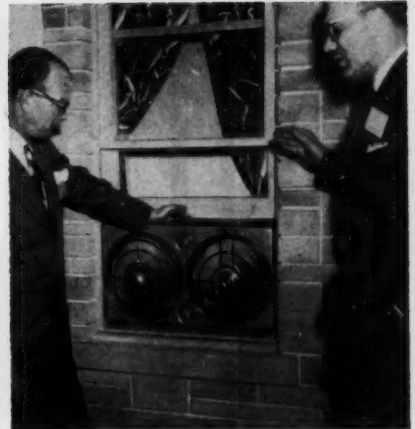




**TOASTSWELL:** president Joseph Pavelka, Jr., (center) gets a report on Kansas City from W. Foley, Toastswell representative there, and D. A. McDonald



**LANDERS, FRARY & CLARK:** Vice-president and general sales manager B. C. Neece visits with Frank C. Porter of the F. B. Connelly Co., Portland, Ore.



**GENERAL ELECTRIC:** new to the fan line is this window fan with timer, demonstrated by Art Scaife and Dave Meskill, newly-named fan sales manager.

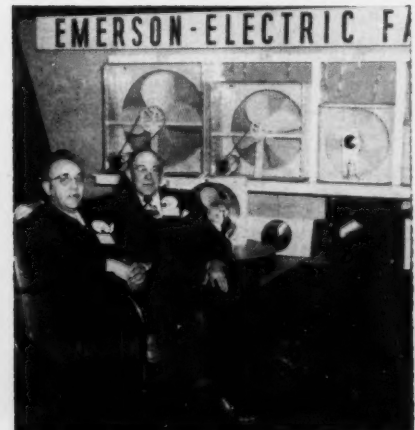
## Spotlight at Navy Pier Show



**CORY:** president and secretary pose with items in the Nicro line, acquired last summer by Cory. At left, J. W. Alsdorf; at right, K. Y. Craig.



**KISCO:** J. W. Kisling and H. J. Huglen of Kisco, St. Louis, show off a "circulair" fan which works in all directions.



**EMERSON ELECTRIC:** C. C. Miller of Chicago and I. L. Kordenbrock of St. Louis relax in the Emerson booth and await the appearance of buyers.



**STARBRAND:** buyer A. C. Heller of New York Supply Co., Dayton, listens to W. N. Schmoll's pitch on the Starbrand power lawn mower.



**SETH THOMAS:** old-fashioned clocks, run by electricity, dress up a dealer's store, says Bill Wolfe, Detroit representative for the firm.



**REGINA:** Relaxing in his firm's space at the Navy Pier is Lannon Mead, president of Regina Corp., Rahway, N. J.

# OIL or GAS

Evans Gives You the  
That You Need to



Gas-Fired Home Heater,  
Model G151,  
50,000 Btu input  
(blower optional).



Gas-Fired Home Heater,  
Model G151,  
55,000 Btu input  
(blower optional).



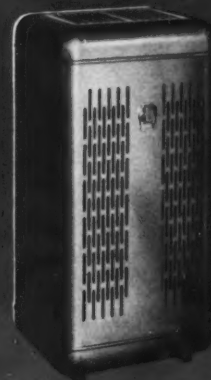
Gas-Fired Home Heater,  
Model 161D,  
60,000 Btu output.



Oil-Fired Home Heater,  
Model 131,  
50,000 Btu output  
(blower optional).



Oil-Fired Home Heater,  
Model 151D,  
50,000 Btu output.



Oil-Fired Home Heater,  
Model 130,  
31,000 Btu output.

**EVANS** is competitive  
in price . . .

NO MATTER WHAT LINE YOU NOW HANDLE, the Evans line gives you prices that are genuinely competitive with other makes . . . Evans gives you real sales value to talk about at "sharp pencil" prices customers can afford to pay . . . margins that give you room enough to "swing" the deal without sacrificing all your profit. Evans EXTRA features, Evans EXTRA value, Evans EXTRA performance, give you the edge almost every time.

**EVANS** is competitive  
in features . . .

NO MATTER WHAT LINE YOU NOW HANDLE, the Evans line gives you features that are head and shoulders above competitive makes . . . no doped up gadgets that spell sales and service trouble but real sales advantages like fan-forced, floor level heat, Heatwave blower, simplified lighting, the amazing Humidifan that provides home conditioning 12 months a year...advantages that your customers want and need.

Competitive Values  
Sell Any Prospect

**EVANS** is competitive  
in performance

NO MATTER WHAT LINE YOU NOW HANDLE, the Evans line gives you performance that is head and shoulders above competitive makes . . . Evans heaters provide nearly twice the radiant heat output of conventional heaters . . . Evans big heat transfer surfaces get more heat from every drop of fuel . . . Evans engineering and design permits easier service than conventional heaters.

**EVANS...**

the leader in low-cost  
home heating brings  
you the greatest  
competitive values  
in the industry . . .  
in the most complete  
line in the industry.



**EVANS**

PRODUCTS CO.

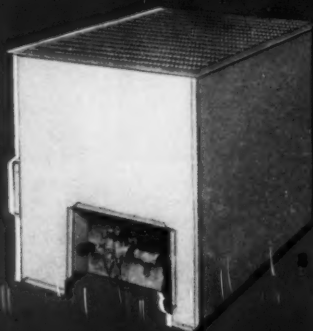
Heating and Appliance Division, Plymouth, Mich.

In Canada . . . The Eureka Electric Co.,

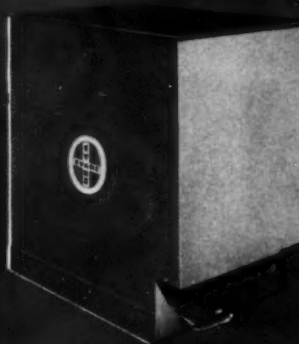
Kitchener, Ontario



7 The circulation, that provides home conditioning 12 months a year.



8 Oil-Fired Heat Pump, Model 5460, standard and deluxe models, 33,000 to 75,000 Btu input.



9 Oil-Fired Heat Pump, Model 455, standard and deluxe models, 33,000 Btu output.



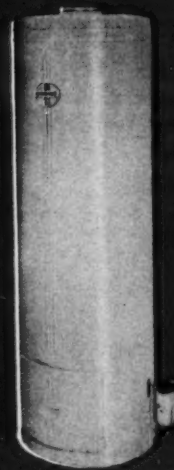
13 Gas-Fired Radiant Home Heater, Model 5815, 25,000 Btu input.



12 Gas-Fired Radiant Home Heater, Model 5814, 25,000 Btu input.



11 Gas-Fired Radiant Home Heater, Model 5813, 25,000 Btu input.



10 Gas-Fired, Oil-Fired Water Heaters, 20-, 30- and 45-gallon.





**MORT FARR**, new NARDA president, smiles as his salesman, Tom Rogers, shows off a nickel, the margin by which Rogers won a trip to the convention.



**AFTER THE MEETING**, W. M. Longwater of Savannah, Ga., corners panel-member Barnum for a personal answer to a merchandising problem.



**WILLIAM L. DAVIDSON** of Worcester, Mass., finds time for a chat in the lobby with Sam Vining of Westinghouse. (For story on meeting see page 172)

## Chicago Plays Host to Annual NARDA Meeting



**DICK GALVIN** (back to camera) finds himself in a lobby conference with Harry Price of Norfolk, Va., H. L. Clary of Norge and Virgil Bourland of Fort Worth, Tex.



**DEALER SUPPLY** display attracted dealer L. W. Radmacher of Moline, Ill. With him is Ray Iden (left).



**MISS ELECTRIC HOUSEWARES** passes out buttons to Paul Dettling, Jackson, Mich., Harry Price, Norfolk, Va., P. S. Umer, Bakersfield, Calif., and acting director Ira Lavin.



**PRESIDENT** and panel listen to a question from the floor. Left to right are Farr, C. H. Rippe of Hamilton, Ralph Cameron of Hotpoint and Dodge Barnum, president of Domestic Sewing Machine Co.



**POSING THE QUESTION** from the floor is Jack Rogers of Maumee, Ohio, who told the panel he had thought of better things himself.



**THREE DEALERS** question Joe Elliott, RCA vice-president. From left to right are Art Hershberger of Libertyville, Ill., Elliott, Frank Monette of Lowell, Mass., and Hilbert Forsberg of Brookline, Mass.

Here is YOUR...

# *Declaration of Independence!*



When Hamilton Manufacturing Company started production of its automatic clothes dryer, it declared itself *independent* of the manufacture of any other home appliance. *This is a re-affirmation of that Declaration of Independence!*

You are not asked to "put all your eggs in one basket" when you sign up with Hamilton. You needn't stock your store with slow-moving "tag-along" appliances to share the fat profits from the sale of Hamilton Automatic Clothes Dryers.

## ***Hamilton... MASTER OF ONE TRADE!***

Hamilton is the *specialist* in the automatic clothes dryer field... and will remain the specialist. All Hamilton engineering ingenuity and research... all its distribution, selling and advertising facilities... go into the production and merchandising of one great appliance—the *Hamilton Automatic Clothes Dryer*.

## ***Hamilton... ALWAYS A LEADER!***

This means that you, as a Hamilton Dealer, sell the world's finest and best known automatic clothes dryer... you sell the only *complete* line of automatic clothes dryers! It means that you can concentrate on the *large profit margins* of Hamilton sales exclusively, without diverting selling effort to "weak sister" appliances.

## ***Hamilton BUILDS BIGGER DEALER PROFITS WITH THESE SELLING ADVANTAGES:***

- 1 The greatest and easiest name to sell!
- 2 The original clothes dryer in the latest models!
- 3 The only complete line of automatic clothes dryers!
- 4 More years of clothes dryer experience.
- 5 The largest and best national advertising campaign!
- 6 The industry's hardest selling promotions.

## ***Greatest National Ad Program Makes Hamilton Dryer History***

in the nation's leading national magazines! 63,000,000 sales messages *pre-sell* prospects in the Hamilton "clothespin" promotion. Supplementing this national drive is a complete array of selling helps. Sales training, product story, local advertising, and consumer pieces forcefully present the Hamilton story to your prospects.



***Sign Your Declaration of Independence NOW!***

*Declare Your Right to One Profit-Maker Without Unwanted "Extras!" Write Us Direct for Complete Details or See Your Hamilton Distributor Today!*  
Hamilton Manufacturing Company,  
Two Rivers, Wisconsin

**The Original  
Automatic  
Clothes Dryer**

# ***Hamilton***

TRADE MARK REG. U.S. PAT. OFF.

## ***Automatic CLOTHES DRYER***

GAS and ELECTRIC MODELS

during the Kalamazoo Golden Jubilee

**1<sup>st</sup> YOU GET**  
*Increased Store Traffic  
and Sales!*

## Nation-wide Kalamazoo Golden Jubilee Contest Spearheads Sales Drive

**We're telling America about the Kalamazoo Golden Jubilee Contest in national magazines with a total circulation of 30,000,000!**

Exciting ads in the nation's leading magazines and newspapers will spread the BIG NEWS—and make *your* store the local Contest Headquarters!

To tie your store in with this great campaign—and to make it pay off for you in consumer enthusiasm, store traffic and sales—a complete set of Jubilee Contest newspaper ad mats and display material will be available.

**PLUS** this wonderful Golden Jubilee 48-page Recipe Book as a good will building give-away.

Imagine the response these contests will generate. Every woman who sees our ads—and yours—is a potential entrant. And every woman—yes, every woman—will want the beautiful "Around the World" Recipe Book.

[illegible]

**The Kalamazoo Golden Jubilee 48-page Recipe Book contains 213 Famous Recipes gathered from All Over The World — France, Germany, Scandinavia, Italy, Holland, India, The Orient, etc. They're Tremendous Store-Traffic Builders — Door-Openers — Give Aways — Stimulators of Sales.**





# 2<sup>nd</sup>

## YOU CAN WIN Valuable FREE Prizes!

16 awards for Kalamazoo dealers turning in the most contest entries...

FIRST PRIZE consists of ALL 15 luxury gifts listed below—a Giant Jackpot of 15 things every man has always wanted!

EACH OF THE NEXT 15 LUCKY WINNERS will receive an individual prize in this order: TV console, shotgun, camera, projector, iron set, wood set, wrist watch, tool chest, golf bag, golf balls, rod, reel, tackle box, pen set, lighter.

YES, 16 wonderful prizes—one Grand Prize and 15 individual prizes for the 16 Kalamazoo dealers signing up the most entrants. Every prize is TOPS in quality—and every man would be proud to own any one of them!

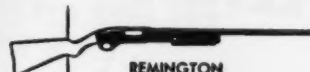
Easy—fair—no strings! Just induce as many people as possible to fill out entries and return them to you, whether they're:

1. Entry blanks from your newspaper ads
2. National magazine blanks turned in to you
3. Official entry blanks (or facsimiles) turned in to you

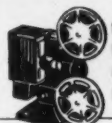
RCA VICTOR 19-IN.  
TELEVISION  
CONSOLE



REMINGTON  
"WINGMASTER"  
PUMP SHOTGUN



EASTMAN  
CINE-KODAK  
"RELIANT"  
8mm CAMERA



EASTMAN  
KODASCOPE  
8mm  
PROJECTOR



8 SAM  
SNEED  
IRONS BY  
WILSON



4 SAM  
SNEED  
WOODS  
BY WILSON



LORD ELGIN  
WRIST WATCH



FAMOUS  
STANLEY  
23-PIECE  
TOOL CHEST



PAR-BAG  
FOR 14  
CLUBS



SPAULDING  
"AIR-FLITE"  
GOLF BALLS



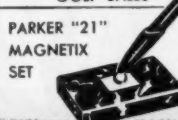
SHAKE-  
SPEARE BAIT  
CASTING ROD



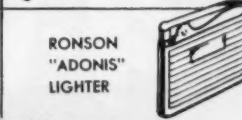
SHAKESPEARE  
BAIT  
CASTING  
REEL



ROLL-A-TRAY  
TACKLE  
BOX



PARKER "21"  
MAGNETIX  
SET



RONSON  
"ADONIS"  
LIGHTER

# 3<sup>rd</sup>

## YOU SELL A Streamlined Modern Line of Appliances!

1951 Kalamazoo Appliances are outstanding in value appeal—and in the big money-making opportunity they offer dealers. In addition to nine gas ranges and six electric models, the famous Kalamazoo Line includes combination ranges, coal-and-wood ranges, washing machines, refrigerators, gas and electric hot water heaters. All priced and discounted for maximum dealer and distributor profits.



### FEATURED VALUES!

Kalamazoo's Beautiful  
TWO-OVEN ELECTRIC  
completely automatic!

Kalamazoo Deluxe  
GAS RANGE MODEL  
with Glass Oven Window

New Kalamazoo  
REFRIGERATORS  
offer up to 14-cu. ft. cap.

For prompt details, wire or write to James Wetherbee, Kalamazoo Jubilee Dealership Information,  
202 East Michigan Avenue, Kalamazoo, Michigan.



# KALAMAZOO

QUALITY LEADERS SINCE 1901

# HARDER-Freez

THE ECONOMICAL  
HOME FREEZER

by TYLER

the Freezer  
that gives you  
**4-WAY  
SAVINGS**

12 cu. ft.  
Upright Model



18 cu. ft.  
Upright Model



30 cu. ft.  
Upright Model



12 cu. ft.  
Chest Model



18 cu. ft.  
Chest Model

HARDER-Freez is the buy... the outstanding value... the one freezer that gives you big savings four ways!

SAVINGS right at the start with amazing low price—SAVINGS on upkeep expense, with foolproof, economical operation—SAVINGS from quantity and seasonal food purchases and elimination of spoilage—SAVINGS of time and work in many ways!

Exclusive Center Plate Coil and 14 other major features, too! No wonder owners are happy with HARDER-Freez. Write today for information!

TYLER FIXTURE CORPORATION  
Dept. EM-3, Niles, Michigan

DISTRIBUTORS—DEALERS—Write for complete information on HARDER-Freez

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

## Industry Faces Sharp Cut During Second Quarter

Supplies of basic metals to be cut 20 to 35 percent but substitutions may ease impact on appliance trade

Appliance production faces a sharp cut in the next quarter as the result of curtailment orders scheduled to take effect April 1. Although the orders will probably cut back the industry's supplies of aluminum, copper and steel by 20 to 35 percent, production may not be that severely affected if non-critical substitute materials can be found.

In addition, manufacturers may soon find the National Production Authority telling them exactly how much steel, copper and aluminum they may use in specific appliances—restrictions which will supplement the across-the-board cuts in supplies of these metals.

Second-quarter cut backs had not been announced as of this writing (February 12), but the following restrictions had already been ordered:

**Copper:** Across the board cuts have already hit copper. In March, for example, manufacturers will get 20 percent less than the monthly average for the first six months of 1950. In addition, end-use limitations have prohibited the use of copper (except in a functional part where no substitute could be used or as an electrical conductor) in laundry equipment, vacuum cleaners, refrigerators, polishers, mixers, ironers, hair dryers, razors and toasters. The only limit on copper in stoves and radio and television receivers was on its use for trim.

**Aluminum:** Non-essential users of aluminum had to do with 25 percent less in January and February and during March this cut will be 35 percent. NPA has also banned the use of the metal in over 200 civilian products but no electric appliances or components are included in these end-use restrictions.

**Nickel:** In addition to its December order limiting non-defense use of nickel generally to 65 percent

of the amounts consumed last year, NPA has put a ban on its use in various forms in more than 100 specific items. The ban, which became effective March 1, affects a number of electrical appliances and components.

First, the new regulation limits the use of a nickel-bearing stainless steel, which it describes as any chromium-nickel alloy containing six to 22 percent of nickel. Among the items prohibited from using such alloys are: sheathing for home freezers, irons, range tops, refrigerator shelves, trim and dishes, toasters, washing machine tubs, radio antennas, water coolers and deodorizers.

Use of high nickel alloys (containing more than 22 percent nickel) is banned for: all element nameplates, element pans of ranges, oven linings, range tops, crumb trays and vents, refrigerator light shields and shelf parts, washer tubs, freezer cabinets, dishwashers, food warming cups and water coolers.

Nickel plating cannot be used for any household appliance except in parts subject to heat or abrasion.

### York-Shipley Introduces New Line Finished in White

York-Shipley, Inc., has introduced a complete line of oil and gas-fired automatic heating equipment finished in baked white enamel. According to officials of the firm, white has been used in finishing the units because it matches all other household appliances and because it allows the units to be merchandised side by side with other appliances. The firm has scheduled the biggest advertising and sales promotion program in its history to introduce the new products.

### Pirie Succeeds Pfaltz in N.A.E.D. Post



W. C. PIRIE, formerly business manager of *Electrical Wholesaling and Electrical Construction and Maintenance*, has been named to succeed Albert Pfaltz, right, as public relations manager for the National Assn. of Electrical Distributors. Pfaltz, a veteran of promotional work with NEMA as well as N.A.E.D., resigned in order to engage in planning, writing and production in the public relations and promotion fields.

# Three great new profit-makers by **HOOVER**

## *Now offered...an attractive Special Combination Package on the Iron and Dustette*

This is your chance to get acquainted with three great new products by the makers of the famous Hoover Cleaners—the Hoover Iron, the Hoover Dustette, and the Hoover Electric Floor Polisher.

For a limited time, The Hoover Company, through your distributor, is offering a Special Combination deal. In this special promotion "package" you will get a full complement of selling material to help you feature the new Hoover Irons and Dustettes in your store, in your windows and in your advertising. The "package" includes the specially designed Hoover Iron and Hoover Dustette display piece illustrated here, plus colorful window streamers, envelope inserts, Hoover Iron handle cards, newspaper mats and stereos to run over your own signature (with a special cooperative deal on Iron advertising), and a set of radio commercials.

Also available is complete selling material on the new Hoover Floor Polisher—an exciting new addition to the Hoover line.

Hoover designed and engineered these products to do a specific job better with features women want most. They have already found ready acceptance... see for yourself how they appeal to your customers.

Nationwide service is available on all Hoover products at company-operated service stations throughout the U. S.

Sold only through distributors. Ask your distributor about this offer. For name of your distributor, phone your local Hoover office or write:

THE HOOVER COMPANY, North Canton, Ohio



This special Hoover Merchandise display comes to you free of charge with each combination deal. Brightly colored, this double display for the Hoover Iron and the Hoover Dustette will help you show these two appliances to advantage in your window or on the counter.

**You'll be Happier  
with a Hoover**



Koolzone handle, so comfortable to the hand...Pancake Dial, easy to see, easy to set, true heat control—aluminum sole plate, heats up fast, all over. Heating element sealed in steel away from dirt, moisture and possible damage. Two weights—3¼ and 4¼ lbs.



Lightweight, easy to use, yet will not bounce or wander. Built low to get under furniture, built-in headlight, non-marring bumper guard, wax-applying brushes, polishing brushes, felt pads. Steel wool and lamb's wool pads available at slight additional charge.



Hand vacuum cleaner of a hundred uses. Weighs just 5¼ lbs. —set-in brush picks up lint and litter—just right for stair treads and risers, upholstered furniture, automobiles, other hard-to-clean places.



# 3 of America's Fastest



*Better Looking in every way...*

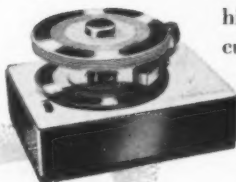
**The New Fairfield . . . 17-inch Million Proof** television housed in newly-styled cabinet designed for wide appeal. *For fast sales, show them the New Fairfield first!*



**ONLY RCA VICTOR HAS  
THE "GOLDEN THROAT"**

*Work in this Profit Plus...*

*All RCA Victor consoles have a phono-jack*  
Your customers can make any one of these consoles into a superb television-phono combination. One demonstration will sell the new 45J2.



*A Look they'll never forget*

**The Highland . . . 17-inch television** fully exposed to do its most effective selling job for you. Rich finish promises high eye-appeal—in your store, in the customer's home.

**AT YOUR SERVICE—**

The vast facilities of  
the RCA Service Company.

# Selling Consoles---

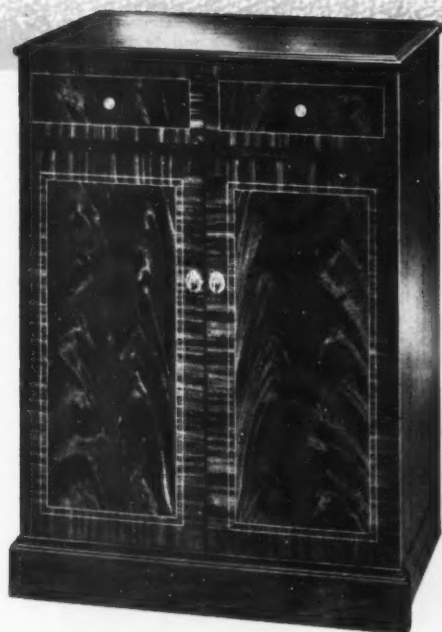
# RCA VICTOR

**MILLION PROOF**

*Quality proven in well over  $\alpha^2$  million homes*

AS YOU CAN PLAINLY SEE, these consoles have what it takes for *Fast Turnover* . . . Million Proof performance . . . Million Proof quality through and through.

What RCA Victor puts into Million Proof quality you take out in easier, *Zuicker* Console Profits.



*Accent on Smart Styling*

The Regency . . . 17-inch RCA Victor television.



Truly a compelling piece of beautifully styled furniture. Mahogany finish costs no more.

## RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

ONLY RCA VICTOR MAKES THE "VICTROLA"

"Victrola"—T.M. Reg. U. S. Pat. Off.

RCA VICTOR—World Leader in Radio . . . First in Recorded Music . . . First in Television

ELECTRICAL MERCHANDISING—MARCH, 1951

PAGE 115

# Arvin brings you

## EXTRA PROFITS!

## EXTRA SALES!



Smart, heads-up dealers everywhere are stocking Arvin housewares to get Arvin's full, generous profit margin—a thumping 40% without the penalty of buying in carload lots!

Yes, Arvin is a great line not only for profits but for downright quality . . . and for the top sales appeal of Arvin's 5-year electric iron guarantee . . . the world's foremost line of electric heaters . . . and the versatility of the famous Arvin Letric Cook.

Nineteen-fifty was the banner year in the history of Arvin dealers. And—best of all—Arvin electric housewares are still rolling out at a rate that means continuing business for every Arvin dealer.

Profits? Sales? Ask any Arvin dealer! He has plenty of reason to smile broadly these days.

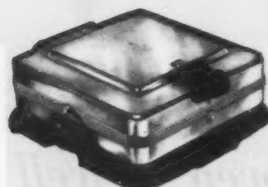


### Add the extra sales power of NEMA's gift campaign!

There are plenty of extra sales in this great gift idea. Get full details today. It's a natural key to the profitable birthday, anniversary, Mother's Day and other special gift occasion business! And Arvin supports your own efforts in its national advertising.

Arvin electric housewares are advertised in Ladies' Home Journal, Saturday Evening Post, Better Homes & Gardens and Successful Farming.

Electric Housewares Division  
**Arvin Industries, Inc., Columbus, Ind.**  
 (Formerly Nubilt-Sparks Industries, Inc.)



Arvin Letric Cook,  
 Model 3500 . . . . . \$29.95



Arvin Automatic Toaster,  
 Model 4000 . . . . . \$24.95



Arvin Automatic Iron,  
 Model 2200 . . . . . \$11.95



Arvin Cool-R-Hot Fan-Heater,  
 Model 5000 . . . . . \$21.95



Arvin Fan-Forced Electric  
 Heaters, from \$11.95 to 15.95

#### Scheduled Meetings

##### CHARLESTON ELECTRICAL EXPOSITION

Charleston, S. C., Electrical League  
 County Hall  
 Week of March 1

##### NAT'L ELECTRICAL MFRS. ASSN.

Annual Meeting  
 Edgewater Beach Hotel, Chicago  
 March 12-15

##### 18th MERCHANDISE MART

Pittsburgh Wholesale Merchants Assn.  
 Syria Mosque, Pittsburgh  
 March 12-15

##### EI ANNUAL SALES CONFERENCE

Edgewater Beach Hotel, Chicago  
 April 3-5

##### APPLIANCE PARTS JOBBERS ASSN.

Annual Meeting and Election  
 Sherman Hotel, Chicago  
 April 11-14

##### ROCKY MOUNTAIN ELECTRICAL LEAGUE

Convention: Engineering, Accounting  
 and Commercial Sections  
 Shirley-Savoy Hotel, Denver, Colo.  
 April 15-18

#### Sparton Announces Rebates Based on Sales Performance

Additional rebates and a cooperative advertising program have been announced by the Sparton division of Sparks-Withington Co. According to general sales manager H. L. Pierce, all dealers who have a factory net billing for twelve months of between \$25,000 and \$50,000 at the factory level, less federal excise tax, will receive an additional one percent discount which will be retroactive for the entire 12 month period. Dealers doing in excess of \$50,000 per year will receive a two percent discount and those doing over \$75,000 will receive a three percent rebate.

The firm has also set up a two percent cooperative advertising allowance based on monthly purchases. This is to be matched by a like amount from the dealer.

#### Anniversary Model



**SPECIAL SILVER** air conditioner is presented to B. A. Mitchell, left, president of Mitchell Mfg. Co., in commemoration of production of firm's 100,000th unit. E. A. Tracey, vice-president in charge of the air conditioning division, is at right.



**Want to cut costs?** Then get the facts  
on this step-ahead engineering idea

The fully-proven  
**POWER PILOT**



in **FORD TRUCKS** for '51

Read about Ford's  
economical fuel-feeding  
and firing control that  
gives the most power  
from the least gas!



● There's a Ford Truck for every hauling  
job. Over 180 models, from 95-h.p. Pickups  
to 145-h.p. BIG JOBS.

**SEND COUPON today for "WHY IT'S IMPORTANT TO YOU"**

There's an *economy* story behind the Ford Truck  
Power Pilot! It's so important, it needs more telling  
than space will allow here . . .

You owe it to your bank book to get the facts. Mail  
the attached coupon today. You'll get news on the  
Power Pilot . . . on new 5-STAR Cab comfort . . . new  
transmissions, axle ratios, pistons and camshafts . . .  
new features throughout the '51 Ford Truck line.

Don't delay! Mail the attached coupon today for  
facts that can mean real dollar savings for you.

**Ford Trucking**  
**COSTS LESS**  
because—

**FORD TRUCKS LAST LONGER!**



Using latest registration data on 6,592,000 trucks, life insurance experts  
prove that Ford Trucks last longer!

**FREE**

Send me, without cost or obligation,  
the interesting new leaflet  
entitled, "Why It's Important to You," giving facts on  
the Power Pilot, plus specification data on the NEW  
Ford Trucks for '51 indicated below:

FORD Division of FORD MOTOR COMPANY  
3275 Schaefer Rd., Dearborn, Mich.

FULL LINE ☐ HEAVY DUTY MODELS ☐  
LIGHT MODELS ☐ EXTRA HEAVY DUTY MODELS ☐

Name \_\_\_\_\_  
(Please print plainly)

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# Another **BIG GAS**

*Elizabeth Taylor* in MGM's *"Father's Little Dividend"*

sequel to "Father of the Bride"

with these **ALL-STAR SUPPORTING FEATURES**

*And the Gas Range*

## SPRING STYLE

### WILL BRING CROWDS INTO

*Elizabeth Taylor* says;  
"It's smart to cook with  
an automatic  
**GAS RANGE**"

ELIZABETH TAYLOR co-star of "FATHER'S LITTLE DIVIDEND"  
An M.G.M. Picture

Full color cut-out 40" x 60" window and floor displays featuring Elizabeth Taylor with 3 separate easel-back selling cards dress up your store, and bring prospects in.

Door openers, premiums, jumbo price tags, cook books, sales makers and sales training films.

Newspaper ad mats, window streamers, radio scripts, theatre tie-ins, and everything else you need.

Once again it's Gas Range Spring Style Show time. Ask your gas utility, gas range manufacturer and distributor and your local MGM Theatre manager how to tie in and cash in on this big nationwide gas range promotion.

Here's a completely packaged tie-up between MGM and the gas industry to help you move more top-of-the-line gas ranges off your floor in volume. It will make money for you just as the 1950 Spring Style Show made big profits for every dealer who tied in.



# INDUSTRY Promotion

## SHOW

## YOUR STORE!

### YOUR BIGGEST PROFIT MAKERS

More than 3,000,000 gas ranges were sold in 1950 and gave dealers the largest mark-ups of any major appliances. Sales of top-of-the-line automatic "CP" models more than doubled and gave dealers the biggest profit bundle in the home appliance field.

### SET UP A LIVE DEMONSTRATION

Seeing is believing. Hook up a "live" gas range on your floor today. Let your prospects see for themselves the thousand-heat, simmer-type burners—the super-speed fresh-air, clock-controlled ovens—the big, easy-to-clean smokeless broilers. Then show them the other automatic cooking features that cut food shrinkage up to 20%, preserve vitamins and minerals, save time, food and money three times a day, 365 days a year.

### LOW COST

*Installation  
and Maintenance*

### FOR TOP PROFITS FEATURE

*Automatic  
Gas Ranges*

BUILT TO



STANDARDS

"CP" Models are the Top Profit Models  
of these Top Profit Lines

AS  
ACORN  
BLUE-BONNET  
CALORIC  
CLARE  
CROWN  
DETROIT JEWEL

ESTATE  
GAFFERS & SATLER  
GARLAND  
GLENWOOD  
GRAND  
HARDWICK  
HOLLIS-TAPPAN

For all Types of Gases  
in Cities, Towns and Farms

MAGIC CHEF  
MAYTAG BUTCH OVEN  
MOPPAT-ROPER  
OCCIDENTAL  
ODIN BEAUTYRANGE  
O'KEEPS & MERRITT  
ORIOLE

PERFECTION  
ROPER  
SPARK  
TAPPAN  
UNIVERSAL  
WEDGEWOOD  
WESTERN HOLLY

**GAS APPLIANCE MANUFACTURERS ASSOCIATION, INC.**

60 EAST 42nd STREET • NEW YORK 17, N. Y.

*Smokeless Broiler*

*Completely Automatic  
Lighting*

*Automatic Clock Control*

*Cleaner Kitchen  
Cooler Kitchen*



*Faster  
Cooking*



*Flame Kissed  
Flavor*





## Rumors or facts?

**You get the FACTS  
when you call Graybar**

The appliance field today is buzzing with questions about shortages . . . doubts about what the situation will be next month or next quarter. And so there are lots of *rumors*.

Don't go by the rumors. Get the available *facts* by calling the Graybar office nearest you. As a distributor of well-known lines of all kinds of appliances, throughout the nation, Graybar is constantly in touch with their manufacturers—thus

has the best possible knowledge of the appliance situation today, and the outlook for tomorrow.

Graybar values your good will and won't risk it by giving you false or "scare" information. We want to help you. So we take the long-range view of your business—just as you yourself must do in order to prosper.

That's why you're sure of getting the *facts* when you call Graybar.

117-303

Appliance Department  
**GRAYBAR ELECTRIC COMPANY, INC.**  
In over 100 principal cities  
Executive Offices: Graybar Building, New York 17



OSCAR LENNA

### Oscar Lenna Dies at 74; Headed Blackstone Corp.

Oscar Lenna, the 18-year-old Swedish emigrant who became an outstanding industrialist and president of the Blackstone Mfg. Co., died January 25 at the age of 74.

His death came as a shock to friends and associates in Jamestown, N. Y., and to members of the home laundry industry. He had passed a physical examination just two weeks before he was stricken with the fatal heart attack and appeared to be in excellent health. Earlier in January he had attended the annual convention of the American Home Laundry Mfrs. Assn., a group which he had served in previous years as vice-president.

He was born in Helsingfors, in 1876; when 18 he came to the United States and found his first job as a woodsman in Ridgway, Pa. He subsequently worked on Great Lakes boats and in a hotel and restaurant business before moving to Jamestown. For 10 years he operated a wholesale and retail liquor business.

In 1914 he helped organize the Gabrielson Mfg. Co., which manufactured automobile radiators. This firm became the Jamestown Metal Equipment Co. In 1934 this company purchased the Blackstone Mfg. Corp., a pioneer in the home laundry field both under the Blackstone name and as the Vandergrift Co. Mr. Lenna also organized the Jamestown Malleable Iron Corp; all three firms were later combined under the direction of the Blackstone Corp., headed by Mr. Lenna.

As active and ambitious in his seventies as he was in the years when he was building his industrial operation, Mr. Lenna last April announced a million dollar expansion plan for his industries.

Industrial leadership was only one facet in Mr. Lenna's career. He took an unremitting interest in helping citizens of Sweden in the United States and was an active participant in activities of Swedish groups. For this activity he was honored in 1949 with the Order of Knighthood First Class, Royal Order of Vass, by order of King Gustav V. He had visited Sweden each summer for many years.

He was a leader in Jamestown community life in civic, political and fraternal circles. Only a year ago he had been instrumental in arranging for two railroads to reach a reciprocal switching agreement, in effect giving the community two major railroads.



\* Electric ironer, freezer, automatic coal stoker and water softener are among the many up-to-date conveniences in the new brick home of the Ferd Schmidts, typically prosperous Iowa Country Gentleman farm family. Besides shopping in nearby towns, the Schmidts travel as far as Chicago for some major home and personal purchases.

# proved!

## ***ADS IN COUNTRY GENTLEMAN HELP YOU SELL MORE APPLIANCES!***

When a manufacturer puts an ad in Country Gentleman, it's the strongest kind of help to you in selling your best rural customers! This has been proved in a nationwide survey of men and women heads of Country Gentleman homes. Not only do they read Country Gentleman more, use it more, like it more than the other big farm magazines—but they also...

- 1** READ THE ADVERTISING in Country Gentleman... in 96.2% of homes.
- 2** GET BUYING IDEAS from the advertising in 3 out of 4 homes.
- 3** RECALL DEFINITE BUYING IDEAS in over 3 out of 4 of these homes.

**... that's why dealers like you give  
Country Gentleman a lead of nearly 2 to 1**  
when voting for the farm magazine that helps most to sell local customers

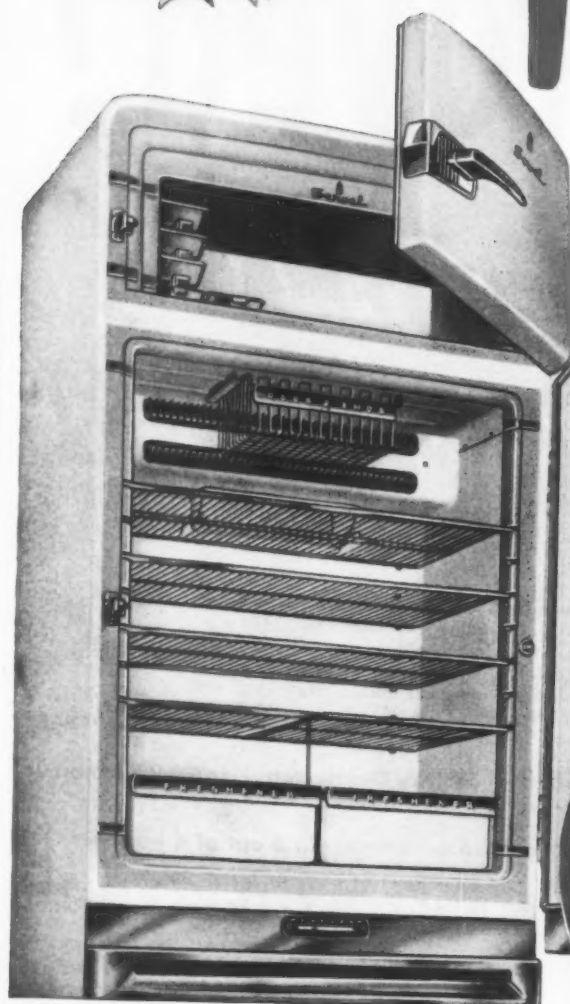
That's why Country Gentleman also rates first with advertisers. They invest more advertising dollars in Country Gentleman than in any other farm magazine.

***GREATER POWER TO MOVE PEOPLE  
GREATER POWER TO MOVE GOODS***





# Another good reason to **THE GREAT**



**MODEL BR-1118**—Volume—11.5 cu. ft. New-design cabinet with New-tone exterior. 2 glass-covered Dew-Action Vegetable Fresheners. 5 "Quick-Release" Ice-Cube Trays. Full-width evaporator with exterior door.

## **NEW SERVEL**

### *Royal Series*

The aristocrats of the new Servel line. They're bigger inside... need no more space outside. Luxuriously equipped with full width evaporators and twin Dew-Action Vegetable Fresheners.



**MODEL BR-917**



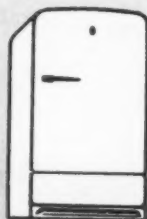
**MODEL BR-816**

**SERVEL**  
*Deluxe*  
**SERIES**

**...AND FIVE MORE COMPLETELY NEW MODELS FOR 1951**



**MODEL BR-1015**



**MODEL BR-815**



**MODEL BR-615**



sell both types of refrigerators!

# NEW SERVEL

**WITH MANY MARVELOUS ADVANTAGES TO HELP  
YOU MAKE EVERY PROSPECT A CUSTOMER**

★ Bigger inside—smaller outside!

★ Long-Life styling!

★ Eight beautiful models to choose from!

★ Servel's famous motorless, silent freezing systems!

Here, to round out your sales potential for 1951, is the entirely new Servel line. It's just what you need to sell those important prospects who come to you interested in gas refrigeration.

Wait till they see the sensational new Royal Series—headliner of Servel's three great series for '51. From the spacious eleven and a half cubic foot size to the big-value eight, the Royal Series includes every possible feature of convenience and appearance.

A complete change in engineering design has made all the new Servels roomier inside, with smaller outside

dimensions. Now there's actually about one-third more useful refrigeration space in the same floor area. And together with the "Hidden Half," Servel's famous motorless, silent freezing system, these new models offer the finest in modern refrigeration for any family . . . any kitchen. With them you can offer a complete line . . . so now, no prospect who comes into your store need ever leave unsold.

Sell the marvelous, motorless new Servel, the world's finest refrigerator—and you can't miss cashing in on more business, more profits in 1951!

**IT'S THE "HIDDEN HALF" THAT MEANS  
IT STAYS SILENT—LASTS LONGER**



MODEL BR-813



MODEL BR-613





*Preferred power for portable grinders and a wide range of other equipment for railroad maintenance — the world's most widely used single-cylinder gasoline engines on machines and tools for industry, construction, railroads, oil fields, and on appliances and equipment for farm and home.*

**ONLY** Briggs & Stratton can give you the benefits of more than 30 years of air-cooled power experience — gained in the production of more than 5,000,000 single-cylinder, 4-cycle, air-cooled gasoline engines. Briggs & Stratton Corporation, Milwaukee 1, Wis., U.S.A.

In the automotive field Briggs & Stratton is the recognized leader and world's largest producer of locks, keys and related equipment.

## Some Metal to Be Set Aside For Appliance Production

**Inclusion of appliances, radio and TV in "essential" category will permit limited production**

The electrical industry will get an idea of its operating levels for the mobilization period within the next two months. By that time the government will be ready to tell the various segments of the industry how much copper, steel and aluminum they will get after July 1 under the Controlled Materials Plan.

It's already apparent that there will be some metal for the production of appliances and wiring materials and equipment. And the electric utilities have been assured for several months of a continuing glow of generating facilities. But the levels of production for all three industries depend on the results of a survey of the materials requirements now being compiled by the federal mobilization agencies.

The survey has collected the requirements of the military, allied programs and essential civilian industries. These were turned over to the National Production Authority by March 1. NPA will now measure the total requirements in terms of tons of steel, pounds of aluminum and copper against available supply.

The armed forces, of course, will get what they need. Essential civilian industries—including the electric utilities—will get the next cut of materials. The rest will be spread as far as it will go over other civilian industry.

Out of these calculations will come groups of products which will get allocations of materials—like the War Production Board's war-time "A" and "B" lists. The "A" list will include everything needed by the military, Atomic Energy Commission and other defense programs. The "B" list will contain essential

civilian production and industrial equipment, tools and components.

The chief difference—and one that will allow for some production of electric appliances—will be in the inclusion in the "B" list of a much broader range of consumer goods than was possible during all-out war. Essential civilian production and services will get sufficient metals to operate at their World War II levels, or perhaps a little higher. They are almost certain to get better supplies of maintenance, repair and operating equipment and materials. Their supplies, like those of the military, will be closely scheduled by the government.

Wiring materials also will be better provided for. They will be geared in with allocations for two high priority essential programs—expansion of industrial plant and defense housing projects.

Appliances will get some critical materials, but not as much as the essential programs and not on any scheduled basis. In addition, metals for appliances, automobiles and other consumer items will be cut back or shut off entirely if more materials are needed for either military production or essential civilian programs.

However, present thinking in the mobilization agencies is that the economy will be able to provide metals for appliance production—considerably below 1950 rates, of course—for the next year or so. It's likely that manufacturers will continue to turn out home radio and television sets and parts. These industries are considered important to civilian morale. But other appliances will have tougher sledding.

### Baseball Guest



**LOU BOUDREAU** (left) Boston Red Sox baseball player, was the guest of Philco executives at the firm's convention in Chicago before the Winter Markets opened. With him are Stuart Falk, eastern sales manager for the firm, and James M. Skinner, Jr., sales manager of the refrigeration division.



## You still pitching...?

Smart farmers now pitch by machinery! Take manure, for instance. Mechanical gutter cleaners make the pitchfork a museum piece, save up to 700 hours of work a year, give a good return on a \$1,200 investment. The farmer just snaps the switch—and whistles while the machine works!

**The farm factory** has machines for almost every job. Machines milk cows, help hens lay, mix the cattle feed, purvey fresh water to pigs, keep baby calves warm in winter, elevate ensilage, spread soil nutrients, cultivate crops, spray bugs, harvest hay, pick prize corn, bag grain, truck cattle to market, give today's crop reports and forecast tomorrow's weather.

Machines in the farm home help the bride bake a cake, bathe the baby, polish linoleum or shampoo a rug, freeze beefsteaks, roast a turkey, sew up an apron or evening gown, type reports, sprinkle flowers, wash and iron, make the toast, perk the coffee, and also bring entertainment to the family via radio or TV.

A modern farm family's



crest has neither hoe nor pitchfork—but motors, electron tubes, drive shafts, and gears rampant!

**Farming is a big business** . . . increasingly mechanized and electrified for peak output and profits. Modern methods, improved techniques, new varieties, a decade of the highest incomes in history, and the current high production . . . have made the nation's best farmers the national advertiser's best prospects.

Top farmers are concentrated in the fifteen agricultural Heart states . . . where **SUCCESSFUL FARMING** has a round million of its 1,200,000 subscribers among farm families with highest investment in machinery, buildings, and livestock, best land, best brains, best earnings—easily 50% better than the US farm average.

General media lists miss much of the nation's best class market . . . need **SUCCESSFUL FARMING** for its deep penetration, influence based on forty years of service, high coverage, low cost. For the facts on today's best appliance sales opportunity, call the nearest SF office . . . **SUCCESSFUL FARMING** . . . Des Moines, New York, Chicago, Cleveland, Detroit, Atlanta, San Francisco, Los Angeles.







"MR. DEALER,  
I'm proud  
I own a

**VOSS**

Because even in  
these times, I  
know I can count  
on dependable  
service... no  
repair worries"



**Y**ou, Mr. Dealer, can profit from VOSS dependability — a source of satisfaction to thousands of housewives who are VOSS owners and proud of it. In these uncertain times, a VOSS owner can be certain of trouble-free performance without maintenance... a blessing to her budget.

Important, too, is the fact that VOSS still gives all those exclusive VOSS features that assure better washing — cleaner clothes.

Yes, you can be proud to show and sell VOSS! Times have changed, but VOSS — with its 75 year reputation for dependability and service — will continue to fill orders as promptly as possible.

Write for details and name of nearest distributor.

**75 Years**  
Washer Experience  
gives VOSS Owners  
• "TOP-SUDS" WASHING —  
CLEANER CLOTHES  
• WORLD'S ONLY ELECTRO-  
SAFE WRINGER  
• TIME TESTED MECHANISM —  
ONLY 4 MOVING PARTS

**VOSS**  
TIME TESTED  
Since 1876  
**WASHERS**

**VOSS BROS. MFG. CO.**  
DAVENPORT, IOWA

## NEMA Electric Housewares Group Launches Campaign

New drive is aimed at capturing  
a larger share of this year-round  
gift business for the industry

**T**HE electric housewares section of the National Electrical Manufacturers' Assn. has launched a merchandising campaign aimed at capturing a larger share of the year-round gift market for the industry. Advertising, publicity and promotional material will tie-in with the theme: "Give Electric Housewares — First Choice for Every Gift Occasion."

The promotional aids available to dealers were previewed at the Housewares Show in Chicago in late January and are now generally available through distributors or through NEMA. The basic package contains a campaign poster and four window streamers for use in Mother's Day, Father's Day, wedding and anniversary promotions. Item and heading mats, layouts and copy suggestion will be available to retailers through local newspaper advertising departments.

For the retailer, the emphasis on gift-giving is said to have four benefits:

- 1) it will bring traffic to the electric housewares department in the "slower" first half of the year;
- 2) the gift theme should attract more sales at full mark-up since gift-buyers are not price buyers;
- 3) the gift theme opens up a wider range of electric housewares for all homes;
- 4) it will divert money now spent on "frivolous" gifts to the electric housewares department.

**Display Contest.** In an added move to encourage early promotion of electric housewares, the NEMA group will sponsor a window display contest for displays installed by dealers before mid-June. A first prize plaque award will be presented to the display man of the winning store in each of six retail classifications: appliance dealers, jewelry stores, hardware stores, department stores, public utility stores and drug stores. Winners will be announced at the July Housewares show in Atlantic City. Entries should be sent to: Electric Housewares Section, NEMA, 155 E. 44th St., New York 17, N. Y. An 8 by 10 inch glossy photo of the display (mounted on 10 by 12 mounting board) must accompany the entry. Deadline for entries is June 15.

In other phases of the campaign, manufacturer-members of the electric housewares section of NEMA will tie-in the gift theme with their national advertising, and publicity will be placed in the consumer press, radio, television and syndicated columns.

**Gift Advantages.** Five advantages of electric housewares as gifts will be stressed in the promotion:

- 1) housewares enable a person to conserve time, energy and money for participation in defense activity;
- 2) the average home has only five of the 29 listed electric housewares;



**THIS THREE-COLOR poster** is part of the promotion kit being offered dealers for their use in tying-in with the campaign being run by the electric housewares section of NEMA.

- 3) such merchandise is suitable for "personal" or "family" gifts;
- 4) electric housewares are beautiful and functional gifts that last;
- 5) there is an electric housewares gift to fit every budget.

To encourage gift-buying, a unique gift certificate has been designed by the NEMA group and may be purchased at cost by retailers. The use of certificates creates double traffic for a store and offers opportunities to make extra sales. Retailers are being urged to set up a permanent electric housewares gift section, to "merchandise" every gift-giving occasion, to use the industry-developed display kit, to show gift-wrapped electric housewares as in-store or window displays and to use the gift certificate approach in making extra housewares sales.

### Hotpoint Releases Data On 1950 Dryer Market

Electrical dealers sold 53 percent of the dryers purchased last year, according to a marketing survey conducted recently by Hotpoint, Inc., preparatory to introducing its new dryer.

Eleven percent of dryers were sold by furniture stores with hardware and department stores handling eight and five percent respectively.

The survey showed that the bulk of buyers came in the middle income bracket (based on house valuation). Approximately 65 percent of the purchasers valued their home at \$15,000 or less. Less than 10 percent of the sales were made to farm families, with 36 percent of sales being made in cities of over 50,000 population.



# HERE'S THE ANSWER TO CASEMENT WINDOWS

second to NONE in '51



## A NEW FAN to meet the demand—fast selling! profitable

### THE NEW NA-1216 CASEMENT WINDOW FAN adaptable for many purposes

You have never seen a Fan with ALL these outstanding features . . . and each feature means an added selling advantage!

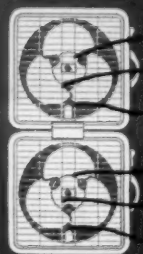
- Simply HANG it in Casement Windows for day or night cooling (all brackets are included)
- A Portable Fan (with handle and feet) for ANY room in home or office
- A Kitchen Fan, it removes smoke and odors
- A Circulating Fan, for cooking, ironing, entertaining
- It is a light weight, highly efficient beauty . . . and there is a

definite growing market awaiting you for this versatile Fan.

The LAU NA-1216 moves 1200 cu. ft. of air per minute at high speed, 1550 rpm. Handsomely finished in harmonizing 2-tone baked enamel. Has 3 speed control, 16" square, 5¼" deep, weighs just 14 lbs. 115 volt, 60 cycle AC motor and 8 ft. white rubber plug-in cord. Finger-proof guards, front and rear.

It's an INTAKE or an EXHAUST fan. Can be used in units of two (easily fastened together) for circulating or cooling several rooms. While designed primarily for casement windows it may be easily used in sash-type windows. (Ask for full details.)

### TWO Fans together Double the Efficiency



Two NA-1216 Fans may be used together in windows (either to take or exhaust) . . . or one drawing in cool air, the other exhausting warm air . . . for complete circulation.

### ONE Fan in Operation

... does a big job of drawing in cool air or exhausting stale air. There's the answer to perfect cooling!



**THE**  **BLOWER COMPANY • DAYTON 7, OHIO**

See Your Jobber or Write Dept. M Today for Full Information

# Sells out Mixettes with Woman's Day tie-in!

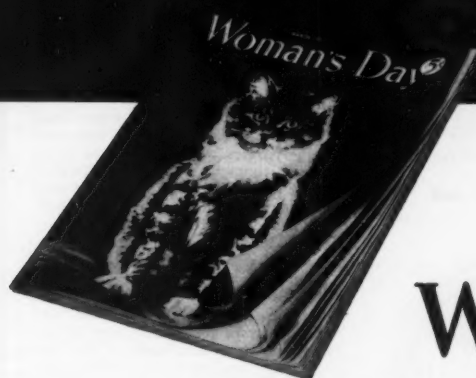
Pulling power of Woman's Day advertising discovered  
by V. L. Brown of Womack-Brown Inc., Sumter, S. C.

Mr. V. L. Brown, \$250 second prize winner in Woman's Day's dealer contest, knows what more dealers learn every day: that one of his best customers is the Woman's Day reader. The woman who wants Woman's Day, wants it enough to go out and get it . . . month after month after month . . . at the A&P near your appliance store. Even more important, she believes in Woman's Day enough to buy from it regularly. Small wonder Mr. Brown wishes his appliance manufacturers "would advertise more often in Woman's Day"!



“ For example, in the November Woman's Day an advertisement appeared on the Hamilton Beach Mixette. As a tie-in, I ran the following advertisement: "See the Hamilton Beach Mixette in gift box at \$17.75 as advertised nationally in the current Woman's Day magazine. Womack Brown, Inc., 127 S. Main Street, Telephone 1742."

My stock was depleted! I only wish the manufacturers of my major line of appliances would advertise more often in Woman's Day.”



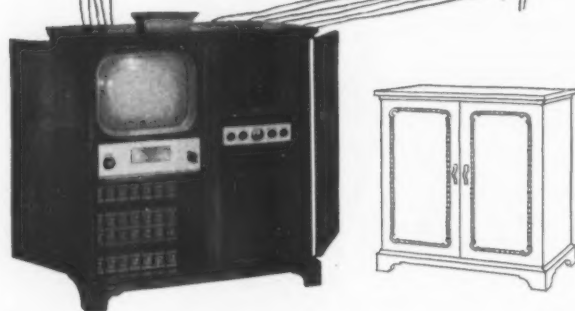
# Woman's Day

Sold by A & P stores in big cities and small.

The National Magazine...with the NEIGHBORHOOD impact.

# Protected Profits

the  
**SCOTT**  
Franchise



## Get Set for the Big 1951 "Quality" Market

The quality products market is getting bigger!

Scott gives you quality merchandise for this quality market! The Scott "Distinguished Dealer" franchise brings you these extra advantages:

1. World's finest television, radio, phonograph combinations!
2. You are protected by restricted distribution!
3. Larger margin of profit to support effective selling.
4. Consumer acceptance of the established Scott trade name!
5. National and local advertising, selling aids, and powerful promotions!

Scott offers a complete line of television, radio-phonographs and television-radio-phonograph combinations from \$249, retail price.

SCOTT Radio Laboratories, Inc.

4541 North Ravenswood Ave., Chicago 40, Illinois

## Buyers Looking for Goods Swell Market Attendance

Exhibitors optimistic over first quarter but differ on prospects for business in remaining months

THE boys were hep to what a war economy means, and they came rolling in to Chicago and the midwinter markets, 10,000 strong, to see if they could not trim off a little fat with the lean for future use.

As they paddled from exhibit to exhibit they learned that:

1. Most manufacturers were set to proceed at full tilt for the first quarter of 1951. After that everything was on a by-gosh-and-by-gorry basis. There were two schools of thought as to what would happen later. The pessimists believed that everything would be closed down within six months. The optimists—and these were the old-timers—felt that 1951 would round out as a normal year. Said one executive, "The government is stockpiling its head off, and it will soon be dressed up with no place to go. The need for taxes is so great that it will soon be releasing enough material to keep the civilian economy going." Said Manufacturer No. 2: "The people in Washington realize that without something to buy, your day's pay is just so much cabbage leaves. They intend to keep the civilian economy rolling so that the war worker can buy something with his money—otherwise, he will take off and go fishing. The depreciation of the dollar and of war bonds has given the U. S. Government a serious black eye which it must offset."

2. Manufacturers were cagey in letting any big retail outlet or distributor place too big an order. One Chicago man went around with a \$150,000 order in his hand and no takers. The manufacturers just didn't want to be committed. They wanted to pass inventory out piecemeal, and to spread it out so that all of their distributors and retail outlets could get a bite.

3. There was really nothing new shown at the Chicago markets but, on the other hand, there seemed to be as much chrome and other scarce stuff as ever. Some electric ranges had enamel taking the place of bright work but they still looked good.

4. The presence of so many brass hats indicated a strong desire on the part of manufacturers to maintain contacts with their distributing organizations. They didn't need to come but they were there shaking hands and getting ideas.

5. It is believed that manufacturers' shelves are pretty clean, but there is quite a bit of inventory at distributor and retail levels, which is fine. A lot of attic fans which were going to be dumped last season were held back for the 1951 market, because it was realized that on all carryover merchandise a handsome profit could be realized through price rises alone.

6. The trade does not believe,

generally speaking, that stuff is going to be taken away from them without selling. As "Red" Clary of Norge said, the public has been buying in such a fashion that there might be a natural drop of 20 to 25 percent in electrical refrigerators in 1951 even if there had not been a war. Regulation W, hikes in prices, and a satiation of the postwar hunger for appliances is likely to make it necessary to do a selling job in 1951, strange as it may seem.

7. Merchandise coming through now has gotten rid of nearly all of the postwar sloppiness in manufacture and is good stuff. Substitutions being made will not harm operation. Even a door chime manufacturer pointed out that copper tubes can be had because they are essential parts of the mechanism.

8. One thought that footsore visitors to the Chicago markets took away with them is the feeling that they had better snuggle close to their source of supply as most distributors will follow manufacturers' advice and feed out the goods to their best customers and those they desire to keep alive.

**Furniture Market.** The size of the markets can be realized by reference to attendance figures released by the Furniture and Merchandise Marts. The former reported 24,000 buyers had registered—a figure matching the average attendance for the past five years. Dealer attendance was, however, down. Wallace O. Ollman of the Merchandise Mart said that the showing had been one of the biggest in history.

Officials said that the markets  
(Continued on page 132)

### New At Market



**MODEL** Beverly Long demonstrates a new Westinghouse mixer at the firm's exhibit at the Chicago Markets.

# When mother needs a friend!

## You are that friend, Mr. Dealer



#### AND JOHN WOOD MAKES THE INTRODUCTION!

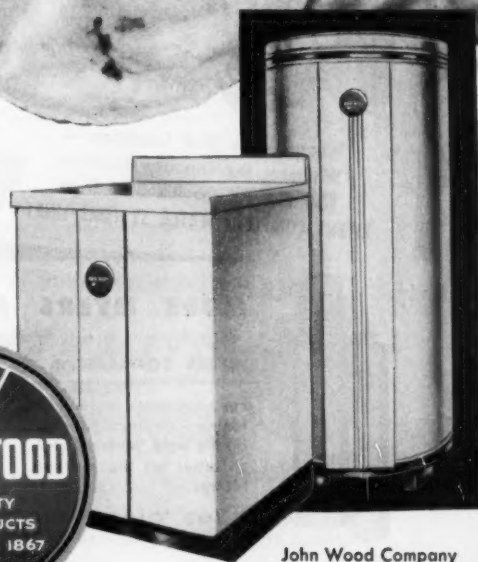
John Wood makes it easy for you to make new friends and new customers ...because John Wood advertising is pointed up to do a big, localized job for you.

help you meet the people in your neighborhood who need to make friends with a dealer, John Wood is releasing a barrage of national advertising; and makes available hard-hitting local newspaper ads, plus radio, direct mail, window streamers, floor displays, etc.

#### SO TAKE A FRIENDLY TIP FROM JOHN WOOD...

Call your jobber today! Ask him to tell you all about the John Wood Friendship-Building Plan...and how you can take advantage of it...

You make a life-long friend every time you install a John Wood Electric Water Heater... for it's the finest, most dependable, trouble-free heater money can buy!



### AUTOMATIC ELECTRIC WATER HEATERS

John Wood Company  
Heater and Tank Division  
Conschocken, Pa. Chicago 9, Ill.  
Toronto 6, Can.



# Your "Unseen Salesman"



## A MESSAGE TO MYERS DEALERS:

Inside its rugged, compact casing — unseen and unheard — the world's best water systems "salesman" is working for you.

It's the smooth-running pump that operates any Myers Water System you install. And whatever the type or size, it can be counted on to outperform—and outlast—any comparable equipment.

That's because *Myers pays out more to build most value* into these pumps. What's more, each and every finished unit is rigidly factory-tested . . . both for durability and capacity ratings . . . and the *only* passing grade is 100%.

That's why every Myers Water System you sell assures a satisfied owner—and a steady customer. Not to mention the new business sent your way by his praise of Myers quality and performance.



Whatever the Well Conditions —  
Whatever the Capacity Needs —  
YOU Can Fill the Bill BEST from  
MYERS COMPLETE WATER SYSTEMS LINE!



**Myers Dealer Aid Program** is second to none for variety, consistency and proved merchandising value. Take full advantage of this strong sales support—to tie-in and cash-in on continuous Myers advertising in leading American magazines.

**The F. E. Myers & Bro. Co.**  
Dept. W-54,  
Ashland, Ohio



## MORE MYERS SALES-MAKERS!

### MYERS SOFTMASTER

Fully automatic water softening—electrical controls do the work. Most unusual softener on the market today!



### MYERS AUTORINSE

Semi-automatic water softener. 44% greater capacity than any comparable unit. Many special features!



## Buyers Swell Market Attendance

—CONTINUED FROM PAGE 130—

would be continued, even if the present national emergency develops into a shooting war. The 1951 summer markets will be held from June 18 to June 28 and next winter's show opens on January 7 and closes on January 18. Formulas for determining market dates were agreed upon and established for both summer and winter showings through 1955.

(For further details of the showings at the Merchandise and Furniture Marts, see page 102 of ELECTRICAL MERCHANDISING's February issue.)

**Navy Pier.** Electric housewares exhibitors at the Navy Pier had little to show that was really new this year. Many new items, ready and scheduled for announcement at the show, had been deliberately withheld because it was considered impractical to tool up for production under present conditions.

Over 530 exhibitors showed their merchandise and 8,500 visitors were registered by Housewares officials.

Most manufacturers refused to make statements concerning availability of their merchandise beyond the first quarter. "Things look fine through March, after that it's anybody's guess," was the general answer to questions on availability.

Merchandise available for immediate delivery was gobbled up fast by buyers, although many well-known brand makers said they had been on allocation since the summer and already had tremendous backlogs of orders.

The general attitude was optimistic. As one exhibitor said: "There's nothing to worry about, barring a government order to cease and desist all consumer goods production. All other problems can be solved."

As Miss Electric Housewares made the rounds delivering elegantly gift-wrapped boxes, the Navy Pier took on a festive air—as festive an air as Navy Pier can have, at least. This marked the opening gun in the nation-wide promotion being undertaken this year by the electric housewares section of NEMA.

(For pictures of the Furniture and Housewares Shows, see pages 100 and 104. For story on new products shown at Markets, see page 206.)

## At Chicago Markets



**GIBSON'S** Greg Drumm pauses for a drink of cold water drawn from the Gibson refrigerator's "Touch-A-Tap."

get set for a **PARADE** of prospects

**ZENITH Portable Radios**  
**AMERICA'S FINEST PORTABLES**

with these

PICNICS FISHING MEMORIAL DAY BASEBALL GAMES

**The Sensational  
ZENITH UNIVERSAL\***

**A Universal Favorite!**

Owners rave about the Universal's ability to perform with clarity and volume even in remote locations where many portables fail. Has an extra-powerful circuit with Tuned R. F. amplification, a more sensitive Alnico 5 Speaker, the exclusive Wave-magnet\*, AC, DC or battery operation. Smartly styled buffalo-grained case in Black or Brown.

**\$49<sup>95</sup>†**  
 Less Batteries

**Outdoor Activities Open New  
Sales Opportunities FOR YOU!**

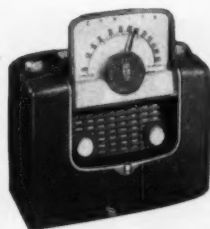
Summer's outdoor, away-from-home, on-the-go activities call for Zenith Portable Radios—and promise you your biggest selling season. So cash in by tying-in with Zenith's big Portable promotion. Talk, show, demonstrate and sell Zenith Portables!



**World Famous and  
World's Finest!  
ZENITH TRANS-OCEANIC**

Extra-powered for long-range reception. Brings in Standard Broadcast plus international Short Wave on 5 separate bands. Plays anywhere—on boats, trains, planes and is Humidity-Proofed against loss of sensitivity. AC/DC or battery operation.

**\$114<sup>25</sup>†**  
 Less Batteries



**A Real Money-Maker!  
ZENITH  
TIP-TOP HOLIDAY\***

Stunning, streamlined and a standout performer! Lid swings up to reveal giant dial—give tip-top tuning ease. Set plays when lid is up, shuts off when closed. Handsome cabinet in Ebony or two-tone Blue-Grey plastic. AC/DC or battery operation.

**\$39<sup>95</sup>†**  
 Less Batteries



**Popular and  
Profitable  
ZENITH ZENETTE\***

A giant in performance—but tiny in size! Operates on AC/DC or battery. Zenith built extra power into the Zenette to give extra enjoyment—and value. Ebony, Burgundy or White plastic case.

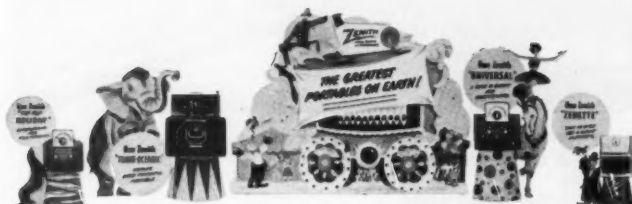
**\$39<sup>95</sup>†**  
 Less Batteries

\*Reg. U.S. Pat. Off. †Suggested retail price. West Coast and far South prices slightly higher. Prices subject to change without notice.

Here's an exciting-selling display for every Zenith portable! Put it to work in your window or on your sales floor and watch it turn store traffic and street traffic into a sales circus.

**SPECIAL DISPLAY VALUE!**

Your distributor has the details on this "Early Bird Display Special" but it's on a while-they-last basis. It's a real display bargain so don't wait—ask your distributor today!



**ZENITH RADIO CORPORATION**  
 6001 DICKENS AVENUE • CHICAGO 39, ILLINOIS

ADVERTISED IN  
**LIFE**

## *helps Keil's lick brand-*

*... makes every issue of LIFE  
an advertising reminder of KEIL'S*

**Keil Motor Company** in Wilmington, Delaware, is a big operation . . . and a broad one!

For Keil's houses seven departments under one roof. These departments break down into three major divisions: Appliance, Automotive, and Home Improvement.

Recently Keil's had a problem. As Keil's Advertising Manager, Saul Galperin, tells it:

"Regulation W, the opening of several large department stores competing for traffic and dollars, and other factors caused us to intensify our advertising."

As a major part of this campaign, Keil's wanted to impress a LIFE-Keil association on the buying public. Why? Because in Wilmington, during the course of thir-

teen issues, 65% of the people read LIFE.\* It's a local force in Wilmington, as it is in every community in the U.S.

Did the promotion achieve its many purposes?

Again let's listen to Mr. Galperin:

"The management of the company is extremely happy with the promotion. I believe that we have succeeded, as far as the Wilmington market is concerned, in making every copy of every issue of LIFE magazine an advertising reminder of Keil's."

And W. R. Nealon, Manager of the Home Appliance Department, told us enthusiastically:

"I would like to see Keil's run a *monthly* LIFE promotion!"



Radio, television and newspaper advertising were used to great advantage in this promotion and identified Keil's as a headquarters for nationally famous merchandise.



# new selling problems



Great care is given to planning every detail of the promotion by (left to right) Saul Galperin, Advertising Manager; Leo Keil, Vice-President; and John Claghorn, Life Representative.



Says Salesman Charles Brice: "Wilmington reads LIFE—Wilmington buys at Keil's. When customers realize you carry LIFE-advertised brands, you have a stimulating, successful promotion!"

## Build up your store's prestige with these LIFE-advertised products!

### MAJOR APPLIANCES

- Mar. 5 International Harvester Refrigerator—page, color
- Lewyt Vacuum Cleaner—page, c.
- Thor Spinner Washer—page
- Moto Mower—1/4 page
- Mar. 12 Crosley Refrigerator—page, color
- G-E Refrigerator—page, color
- Westinghouse Laundromat—pg., c.
- G-E Dishwasher—page
- New Home Sewing Machine—pg.
- Mar. 19 Philco Refrigerator—spread, c.
- Kelvinator Refrigerator—page, c.
- Clinton Motors—1/4 page
- Mar. 26 Norge Appliances—spread, color
- Frigidaire Refrigerator—page, c.
- Singer Sewing Machine—page, c.
- Singer Vacuum Cleaner—1/2 pg., c.

### SMALLER APPLIANCES AND HOUSEWARES

- Mar. 5 G-E Bulbs—1/2 page
- Bridgeport Good-air and Aero-a-sol Household Deodorant—1/4 page
- Mar. 12 G-E Bulbs—page, color
- Glidden Paint—page, color
- Club Aluminum—1/2 page, color
- Proctor Ironing Table—1/2 pg., c.
- Libbey Glass—1/2 page
- Camfield Coffee-maker—1/4 page
- Clorox—1/4 page
- Dormeyer Fri-Well—1/4 page
- Perm-A-Lators—56 lines
- Mar. 19 Sherwin Williams Products—s., c.

- Johnson's Wax Pride—page, color
- Permaglas—page
- Sunbeam Iron—1/2 page, color
- G-E Toaster—1/2 page
- American Thermos Bottles—1/4 pg.
- Regina Polisher—1/4 page
- Excello Kitchen Towels—14 lines
- Tackanail—14 lines

- Mar. 26 Autotyre Kitchen and Bathroom Fixtures—page, color
- Ekco Products—page, color
- Schick Electric Shaver—page, c.
- Camfield Products—1/4 page
- Silex Appliances—1/4 page
- Universal Iron—1/4 page

### HOME FURNISHINGS

- Mar. 5 Alexander Smith Floor Coverings—page, color
- Kroehler Furniture—page, color
- Tomlinson of High Point Furniture—page, color
- Cannon Sheets—page
- Welsh Juvenile Furniture—1/4 pg.
- Mar. 12 Cannon Towels—page, color
- Englander Mattresses—page, c.
- Consider H. Willett Furniture—1/2 page
- Mar. 19 Koroseal—page, color
- Velon Film—page, color
- Restonic Mattress—1/2 page, c.
- Mar. 26 Airfoam—page, color
- Alexander Smith Floor Coverings—page, color
- Allen Rubber-Loc—page, color
- Fieldcrest Towels—page, color

- Foamex—page, color
- Marie Designer Contour Chairs—page
- Playtex Pillows—page
- Ostermoor Mattresses—112 lines
- Perm-A-Lators—56 lines

### RADIOS, TELEVISION, RECORDS & INSTRUMENTS

- Mar. 5 Admiral Television—page, color
- Magnavox Radio-Phonograph, TV—page
- RCA Victor Records—page
- Belmont Radio and TV—1/2 page
- Sylvania Radio Tubes—1/2 page
- Mar. 12 G-E Television—page, color
- Philco Television—page, color
- Air King TV—page
- RCA Victor Radio and TV—pg.
- Arvin Radio and TV—1/2 page
- Mar. 19 Magnavox Radio-Phonograph, TV—page
- RCA Victor "45"—page
- Air King TV—1/2 page
- Crosley TV—1/2 page
- Lester Piano—1/2 page
- Mar. 26 Capehart TV—page, color
- Crosley TV—page, color
- G-E TV Receiver—page, color
- Zenith TV—page, color
- RCA Home Instruments—page

### JEWELRY, CLOCKS, WATCHES AND SILVERWARE

- Mar. 5 Swiss Federation of Watch Manufacturers—page, color

- Telechron Clocks—page, color
- Alfred Dunhill of London—1/4 pg.
- Ronson Lighters—1/4 page
- Mar. 12 Elgin Watches—spread, color
- De Beers Diamonds—page, color
- Holmes & Edwards Silverplate—page, color
- Marvella Pearls—1/2 page
- Parker Flaminare—1/4 page
- Mar. 19 Hickok Jewelry—page, color
- Artcarved Diamond & Wedding Rings—1/2 page and 1/4 page
- G-E Clocks—1/2 page
- 1881 (R) Rogers (R) Silverplate—1/4 page
- Westclox Clocks—1/4 page
- Mar. 26 Holmes & Edwards Silverplate—spread, color
- Community Silverplate—page, c.
- Telechron Clocks—page, color
- Parker Flaminare—1/4 page

### STATIONERY REQUISITES AND CAMERA SUPPLIES

- Mar. 5 Scripto Pencil—42 lines
- Mar. 12 Ampro 8 mm. Cameras—1/2 page
- L. C. Smith and Corona Typewriters—1/4 page
- Mar. 19 Gibson Greeting Cards—page, c.
- Royal Typewriter—page, color
- Anso Film—1/2 page
- Mar. 26 Kodak Picture Taking—page, c.
- Castle Films—1/2 page

\*From the new, important *Accumulative Audience Study* by Alfred Politz Research, Inc.

This study measures the number of people who read a single issue of LIFE (23,950,000 Americans), reveals how this audience grows in thirteen issues to a total of 62,600,000 different people, age 10 and over, and analyzes the characteristics of that audience.



9 Rockefeller Plaza, New York 20, N. Y.

First in circulation

First in audience

First in advertising revenue

First with appliance dealers

# How to wrap up a \$240 sale with a 79¢ clothesline...

FOR a good picture of the size of the dryer market, multiply \$240 (average price of a dryer) by 50,000,000 (the number of women with a clothesline—symbol of woman's most back-breaking washday job). You can get in on the ground floor now with one of the best known names in the home laundry field—Lovell. And you'll wrap up a lot of sales if you concentrate on these two lines:

- (1) **THE CLOTHESLINE**—representing a market 50,000,000 women strong (or rather, weak).
- (2) **THE SALES LINE** for the Lovell Drying unit—your key to the market.

Lovell introduced a drying unit more than 10 years ago. Today, Lovell makes tumble-type, gas and electric drying units for famous names like APEX, BARTON, CONLON, DEXTER, HAAG, HORTON, THOR and others.

## ...and Lovell's sales line

- Ends the most back-breaking washday job!
- Gives sweeter, fluffier, more sanitary wash than sun drying! (Tests prove it.)
- Only the Lovell drying unit gives you all this:  
Fully automatic . . . no time clock necessary.  
Automatic temperature shut-off . . . cuts heat waste.  
Vacuum system of air flow. Minimizes lint accumulation within unit.  
Preheating of air. Speeds drying, reduces operating cost.  
Air-cooled cabinet. Parts are accessible for simple maintenance.  
Lint trap with safety by-pass. Prevents clogging if user fails to empty lint trap.  
No condensation inside dryer. No trickling water to rust parts.

Lovell's single-dial control provides full range of automatic control from damp-dry to bone-dry.



**GAS AND  
ELECTRIC**

**DRYING UNITS**

LOVELL MANUFACTURING CO. • ERIE, PA.

Also makers of famous Lovell Pressure Cleansing Wringers

## New Products

NOTE: Prices given are those prevailing at close of issue. Not responsible for price changes that occur between closing date and date of issue.



### G-E KITCHEN Cabinets

General Electric Co., Bridgeport, Conn.

**Device:** New line of deluxe wall cabinets with top shelves that can be easily reached.

**Selling Features:** Wall cabinets have counterbalanced doors which lift from bottom and when open doors are completely out of way; "underwall" cabinets fit directly under larger cabinets also feature doors which open down from top. By taking 6 in. from height of conventional wall cabinet and using underwall cabinet better accessibility is provided to all parts of storage area for average homemaker; wire shelves provide added cleanliness; shelves in "underwall" cabinets can be removed so small appliances such as toasters and mixers can be stored; rounded lines and recessive appearance harmonize with wall surface, eliminating need for above-the-cabinet soffits.

Included in line are corner cabinets with open shelves for cookbooks or radio; an open shelf designed to fit over refrigerator is also included.

Electrical Merchandising, Mar. 1951



### G-E Range

General Electric Co., Bridgeport, Conn.

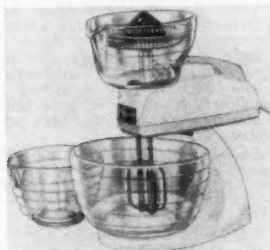
**Model:** Imperial deluxe range.

**Selling Features:** Designed primarily for use with new line of wall cabinet it can be used as a free-standing unit or fitted under any conventional cabinets; pushbutton controls are 16 in. above cooking surface to facilitate operation of range and to provide larger, smooth, easier-to-clean backsplash, and permits complete illumination of cooking surface by full-length fluorescents or by lights under overhead cabinets.

Has 2 ovens and broilers; 2 giant surface units and 2 standard surface units, one of which is an extra-high

speed element for fast cooking starts; lighted pushbutton controls show which unit is on and at what speed; 2 storage drawers, roller-bearing mounted.

Electrical Merchandising, Mar. 1951



### WESTINGHOUSE Mixer

Westinghouse Electric Corp.,  
Mansfield, O.

**Model:** Westinghouse "Food Crafter" food mixer No. FM-511.

**Selling Features:** Control mounted at front of top handle makes it easy to use by only a thumb movement, equally simple for left or right-handed people; develops 1/2 h.p.; beaters and bowls designed to work as a team in mixing action ingredients are picked up from bottom of bowl and from around sides to blend into smoother, even texture; this blending action makes it possible to add ingredients such as flour and milk at same time without muss or splatter; for most recipes ingredients can be mixed on one pre-selected speed setting and added in proper sequence without stopping or changing speed setting; comes equipped with 2 Merry-Go-Round clear pyrex mixing bowls, both of which rotate by action of beaters on bottom of bowls; 2 tension springs mounted on shafts of mixing blades keep blades in contact with bottom of bowls—no need to manually turn or assist bowl; mix dial on top of mixer at front of handle; dial markings for 6 basic speeds—juice, blend, cream, beat, whip and grind easily read from left or right; mixer can be removed from stand for use as portable mixer by tilting and lifting off stand; newly designed plastic juicer with pitcher-type bowl available as an accessory with new food mixer; handles all types fruit from grapefruit to lemon; reamer blades extra wide and flared to permit full juicing on any size fruit; brush-like action sweeps pulp and seeds from strainer holes permitting continuous flow of juice; strainer large enough to allow pulp to accumulate out of way of juicing action; bowl marked at 6, 12, 18 and 24 oz. levels; food grinder accessory turns out 1 lb. meat a minute—can also be used for vegetable purees and chopping vegetables for salads.

**Price:** \$39.50; juicer accessory, \$4.45; food grinder and power stand \$9.95 and \$7.50, respectively.

Electrical Merchandising, Mar. 1951



### CASCO Steam-Dry Iron

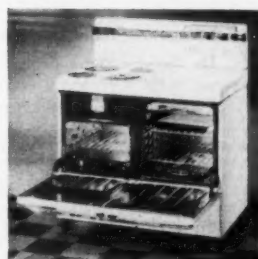
Casco Products Corp., 512 Hancock Ave.,  
Bridgeport 2, Conn.

**Device:** Casco 51 steam and dry iron.

**Selling Features:** A new stainless steel Insulair boiler that nestles inside outer shell produces a generous amount of damp-steam; new boiler is electronically sealed and is insulated by air and holds more water, steams longer and is rust and corrosion proof; patented maze-baffle keep water inside iron no matter how fast iron is stroked; Superac temperature control automatically maintains correct soleplate temperatures and supplies right steam for each fabric; du-all fabric dial operates thermostat and makes it possible to get correct temperature for rayon, wool, linen, silk and other fabrics—each fabric is shown for both steam and dry ironing; streamlined design; weighs only 3 1/2 lbs., hinged top swings back for easy filling with ordinary tap water.

**Price:** \$19.95 tax included.

Electrical Merchandising, Mar. 1951



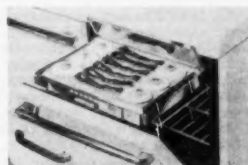
### PHILCO Ranges

Philco Corp., Philadelphia, Pa.

**Models:** 2 double oven, 5 single oven and two 21-in. apartment models.

**Selling Features:** Double oven models 418 and 416 have two complete ovens—a big full meal banquet oven plus a fast 1-dish thrift oven.

Double oven models and advanced design single oven model 417 have



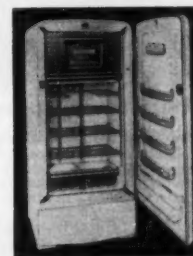
built-in jiffy griddle—a unit that slides out of range and utilizes heat of super-speed 3000-watt broiler element for quick, easy surface cooking; has large aluminum surface and adds cooling capacity of 2 extra surface units; turns on with even thermostat set at "broil" position; lifts out for easy washing; splash guard keeps spatter off front of range; can also be used with a broiler placed below griddle.

5 color controls.

"Broil-under-glass" on six of 8 new models—a tempered glass shield suspended between broiler coils and food, keeps grease from spattering on hot coils, yet special glass permits passage of cooking rays so that food broils in own vapors and retains natural juices; glass panels slide easily in or out of oven for easy cleaning; other features include automatic thermostat control; heavy insulation; 15 different shelf positions; deluxe broiler pan; balanced oven door; no-soil oven vent and no-glare oven light; automatic timer clock; preheat thermostat; 6 qt. deepwell cookers.

**Prices:** No. 418, \$449.95; 417, \$399.95; 416, \$379.95; 415, \$299.95; 413, \$239.95; 411, \$219.95; 214, \$199.95; 212, \$169.95.

Electrical Merchandising, Mar. 1951



### UNIVERSAL Refrigerators

Landers, Frary & Clark, Inc.,  
New Britain, Conn.

**Models:** UR14HMD; UR10HMD; UR10HD; UR9HD; UR9HS.

**Selling Features:** UR14HMD has 14 cu. ft. capacity; triple purpose horizontal frozen food evaporator holds 100 lbs.; green self closing door with anodized gold trim; porcelain enamel liner; adjustable shelves; porcelain enamel crispers; 4 refriger-a-door shelves; butter keeper in door; 1/6 h.p. condensing unit.

UR10HMD has 10 cu. ft. capacity; 70 lb. frozen food evaporator; green and gold color trim; dehydrator-chest; self-closing door; 3 refriger-a-door shelves; butter keeper; 1/8 h.p. condensing unit.

UR10HD, UR9HD and UR9HS have 10 cu. ft. capacity and 9 cu. ft. for the latter two; all three models have 52 lb. horizontal evaporator; 2 plates; all models have 1/9 h.p. condensers.

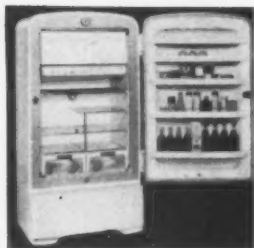
**Prices:** UR14HMD, \$429.95; UR10HMD, \$379.95; UR10HD, \$339.95; UR9HD, \$299.95; UR9HS, \$249.95.

Electrical Merchandising, Mar. 1951



## ELECTRICAL APPLIANCE NEWS

### New Products



#### CROSLEY Refrigerators

Crosley Div., Avco Mfg. Corp., Cincinnati, O.

**Models:** 3 new models have been added to complete the 1951 Shelvador refrigerator line—SMC-9, DC-11 and CC-9.

**Selling Features:** SMC-9 has 9.5 cu. ft. capacity; a large full-width horizontal freezer compartment with special drawer for ice trays, which leaves freezer compartment free for storage; 2 sealed crispers; flexible shelf arrangement; accommodation for tall bottles; recessed shelves in door; chrome trim; trigger action door handle and Crosley's electro-saver mechanism.

DC-11 has 11 cu. ft. capacity and incorporates the horizontal freezer and other features, plus a "butter safe", transparent meat holder and seasonal control.

CC-9 has 9.5 cu. ft. storage capacity and has in addition to all features contained in DC-11, "Soft-glo" styling which has proven popular in models introduced earlier.

**Prices:** SMC-9, \$299.95; DC-11, \$369.95; CC-9, \$349.95.

*Electrical Merchandising, Mar. 1951*



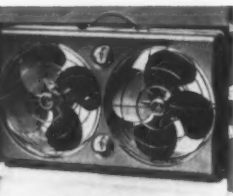
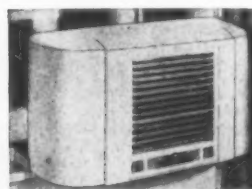
#### MITCHELL Room Air Conditioner

Air Conditioning Div., Mitchell Mfg. Co., 2525 Claybourn Ave., Chicago 14, Ill.

**Models:** 1951 line of Mitchell room air conditioners include 2 new units M-131 and M-1001.

**Selling Features:** M-131 is a  $\frac{1}{2}$  h.p. model with 4200 btu per hr. capacity; M-1001, heavy duty machine is a 1 h.p. model with 11,500 btu's per hr. capacity; other models in line include a  $\frac{1}{2}$  h.p. model No. M-341 and a  $\frac{1}{4}$  h.p. model No. M-121 with capacities of 8050 and 6150 btu per hr. respectively; all four units are window type; operate on Mitchell exclusive "Dyna-Cooler" principle; to wring more moisture out of air, producing greater drying action; specially designed "Air Scoop" fan; and "Micro-Filter" which works "Air Scoop" to remove dust, soot and 99.9 percent of pollen from air; cabinets available in decorator's beige or ivory finish on furniture steel.

*Electrical Merchandising, Mar. 1951*



#### G-E Twin-Fan

General Electric Co., Bridgeport, Conn.

**Device:** G-E twin-fan ventilator.

**Selling Features:** Can be set in window to draw in cool air or force out hot air, or can be carried around house and placed wherever needed; automatic temperature control makes it possible to place fan in window, set control dial before retiring and double fans circulate air until temperature drops to the selected degree, then turns off automatically—if room temperature rises during night, fans automatically turn on again; each fan can be reversed or swung around independent of the other, to deliver breeze in any direction; entire unit can be used as a circulator or exhaust fan; fits in double-hung or casement windows at least 17 in. wide; 3-speed switch provides gentle, moderate or high air flow; at top speed the unit delivers 3450 cfm.

*Electrical Merchandising, Mar. 1951*



#### PHILCO Refrigerators

Philco Corp., Philadelphia, Pa.

**Models:** 11 new refrigerators in the 1951 Philco line include three 2-door, 6 "long door" and two 7 cu. ft. models.

**Selling Features:** Three new 2-door models 1218, 1018 and 818 have 12.1, 10.2 and 8.2 cu. ft. capacities, and have completely automatic defrosting ac-



complished by a built-in clock, defrost heaters and a drainage and evaporating system which defrosts entire refrigerator once a day in from 3 to 10 min.—foods stay frozen; defrost clock is usually set for 2 a.m. when machine is first installed; other features include new design, single efficient refrigerating system for both compartments eliminating wall-sweating; fully adjustable shelves; meat storage drawer; double crisper drawers covered with glass; 6-position cold control; and "king-size" super power system with hermetically sealed unit.

Long Door models are available in 3 sizes—13, 11 and 9 cu. ft.—1315, 1312, 1115 and 1112, and 915 and 912; all designed to provide maximum storage in minimum kitchen space; improved insulation; power unit tucked

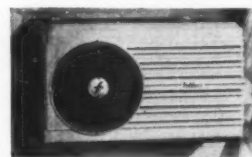


away in rear corner at bottom; big built-in horizontal freezer locker and refrigerated from top to bottom; transparent polystyrene quick chiller trays and meat keepers; covered crisper drawers; adjustable shelves; No. 315 has a butter keeper in door.

Two 7 cu. ft. models 713 and 712, have 7.2 cu. ft. capacity; have full-width horizontal freezing compartment; double utility trays for meat storage or as vegetable crispers; space saving design that gives 7-ft. capacity in 4-ft. space; self-closing door latch, full-width corrosion-proof steel shelves; 6-position cold control; hermetically sealed power unit.

**Prices:** 1218, \$479.95; 1018, \$439.95; 818, \$379.95; 1315, \$439.95; 1312, \$399.95; 1115, \$359.95; 1112, \$329.95; 915, \$299.95; 912, \$259.95; 713, \$239.95; 712, \$209.95; \$10 extra for left hand door. All prices zone 1.

*Electrical Merchandising, Mar. 1951*



#### FEDDERS Room Air Conditioner

Fedders-Quigan Corp., Buffalo 7, N. Y.

**Model:** No. WH14 $\frac{1}{2}$  h.p. window-type room air conditioner.

**Selling Features:** Styled for boudoir installation; finished in pastel Hawaiian tan to harmonize with almost any room decor; cools, circulates, ventilates, dehumidifies and filters dust, dirt, pollen;  $\frac{1}{2}$  h.p. hermetically sealed compressor; single motor operates both evaporator and condenser fans; 1/40 h.p. 1100 rpm.; handles 140 cfm air with damper closed; removes 1.3 pts. per hr. room air moisture every hr.; Freon 12 refrigerant; rotatable grille; replaceable filter has 110 sq. in. filter area; thermostat for complete automatic control; window kit accessories for installation in windows 32 to 40 in. wide available as accessories.

1951 line comprises 4 other window models with full, half ton, and  $\frac{3}{4}$  ton cooling capacities and 6 consoles which range from  $\frac{3}{4}$  tons to 1 $\frac{1}{2}$  ton capacities.

**Price:** \$249.95

*Electrical Merchandising, Mar. 1951*

#### G-E Cleaner Attachments

General Electric Co., Bridgeport, Conn.

**Device:** New set of attachments No. AVA-814 for GE upright cleaners.

**Selling Features:** Designed to replace two former sets; finished in light gray; includes a sprayer, crevice tool, dusting brush, upholstery nozzle, extension tube; 9-in. wide wall and floor brush;  $\frac{7}{8}$ -ft. flexible hose and coupling which has a short wand permanently attached; and a special tool to facilitate removal or replacement of brush belt when using attachments.

**Price:** \$14.95.

*Electrical Merchandising, Mar. 1951*



#### DULANE Fryrytes

Dulane, Inc., 8550 W. Grand Ave., River Grove, Ill.

Models: New model F-3 and improved regular Fryryte.

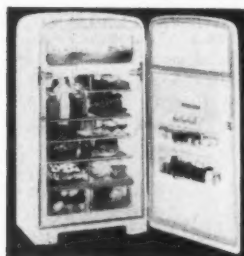
**Selling Features:** New model F-3 has large capacity, 1-piece cast aluminum well; holds 15 lbs. shortening or 15 pts. oil; size 16½ in. long, 11½ wide, 8½ in. high including backsplash; thermostatic temperature control calibrated 250 to 450 degs.; expansion chamber retards bubbling over; permanent cast fill line in cooking kettle; asbestos pad in bottom to absorb heat; net weight 13 lbs. 1 oz.; new type embedded heating element on two sides of cooking kettle in 1650 watts a.c. or 2200 watts with special T plug and 3200 watts with 3-prong plug; one large basket or two half size baskets are optional standard equipment; white enamel finish with black and chrome trim.



Regular model now has white enamel shell with chrome lip; available with additional equipment: a Fryryte steak rack for steaks, chops, cutlets, hamburgs, etc.; top tray of rack is hinged for easy removal of meat 7½ in. long, 4½ in. deep, 1½ in. between shelves; net weight 11 oz. including handle.

Popcorn basket of fine mesh fits into bottom of regular basket, prevents small kernels from dropping through; net weight 4 oz.

Electrical Merchandising, Mar. 1951



#### ADMIRAL Refrigerators

Admiral Corp., 3800 W. Cortland St., Chicago 47, Ill.

Models: 10 new refrigerators in 1951 Admiral line.

**Selling Features:** Top models retain full width freezer and full length cold plus newly reinforced door of bridge-type construction with 3 or more serv-a-dor shelves and a butter keeper with separate adjustable temperature control which permits butter to be kept at any degree of firmness; single control dial with 13 temperature settings; 8-in. deep plastic crispers; 3 models have "glacier blue" on stainless steel porcelain enamel door interior and facing with gold metal trim. Top model, Dual-Temp 2-in-1 refrigerator-freezer combination No. 1191, has 10.9 cu. ft.

## ELECTRICAL APPLIANCE NEWS

### New Products

capacity; full width sub-zero freezer with separate temperature controls—one for freezer and one for moist cold; automatic defrost; ultra-violet Sunaire lamp; new therma-door; quick-freeze, 20 deg. below zero compartment holds 72 lbs.; ½ h.p. motor; Fréon 12 refrigerant.

No. 711 has 7.5 cu. ft. capacity roomy freezer chest; 12 lb. meat keeper; and butter keeper. No. 761 has 7.4 cu. ft. capacity, full-width freezer which holds 27 lbs. frozen food; full width



freezer drawer; serv-a-dor with 3 shelves; large chiller.

No. 771 has 7.4 cu. ft. capacity; has added feature of butter keeper.

No. 961 has 9.3 cu. ft. capacity; full-width freezer holds 37 lbs.; freezer drawer; serv-a-dor; extra deep crisper holds ½ bushel.

No. 971, 9.3 cu. ft. capacity, has 2 deep crispers; a butter keeper; hand-tray; white and gold trim.

No. 981, 9.3 cu. ft. model with 2 deep crispers has glacier blue trim.

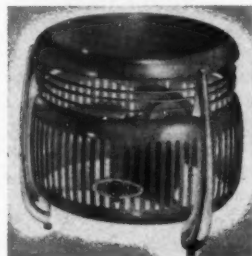
No. 1161, 11.3 cu. ft. capacity; 60 lb. full-width freezer; 1 crisper; freezer drawer; 4-shelf serv-a-dor.

No. 1171 has 11.3 cu. ft. capacity, 60 lb. full-width freezer; 2 crispers; butter keeper.

No. 1181 has 11.3 cu. ft. capacity; 60 lb. full width freezer, etc.; deluxe model in color with 2 crispers and butter keeper.

**Prices:** No. 711, \$199.95; No. 761, \$239.95; No. 771, \$259.95; No. 961, \$269.95; No. 971, \$299.95; No. 981, \$309.95; No. 1161, \$329.95; No. 1171, \$329.95; No. 1181, \$369.95; No. 1191, \$469.95.

Electrical Merchandising, Mar. 1951



#### AIR KING Hassock Fan

Berns Mfg. Corp., 2278 Elston Ave., Chicago 14, Ill.

Model: No. FC12A deluxe hassock or floor type fan.

**Selling Features:** Scientifically pitched, individually balanced blades gather up cooler floor air and distribute it evenly at waist height throughout entire room; louvers permit maximum air distribution, yet make it impossible to reach fan or motor; rubber mounted 1/12 h.p. motor; low, high and medium speeds, 2450 cfm at high speed.

Electrical Merchandising, Mar. 1951



#### G-E Waffle Iron

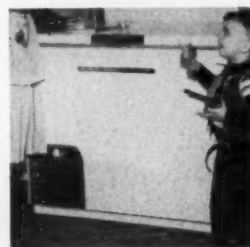
General Electric Co., Bridgeport, Conn.

Model: W-10 waffle iron.

**Selling Features:** Batter overflow groove and expanding hinge are concealed under lid and it is unnecessary to swab off chrome-plated shell after waffle iron has been used and dust cannot collect when iron is stored; bakes a round 7-in. waffle; operates on a.c. and d.c.; nickel chrome element concentrates heat in unit and minimizes heat loss; handles and feet of mottled-brown plastic.

Price: \$12.95.

Electrical Merchandising, Mar. 1951



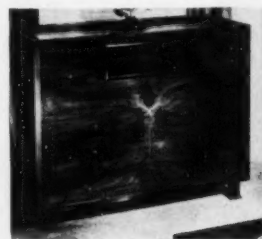
#### PHILCO Air Conditioners

Philco Corp., Philadelphia, Pa.

Models: 50-G, 50-GL, 75-GL, 100-GC and 200 GCW.

**Selling Features:** 50-G, new ½ h.p. air conditioner features special "pumpout control" to remove smoke, cooking odors and stale air; compact, extends only 10-in. into any area; adjustable air outlet louver allows cool, filtered, dehumidified air to be directed at any angle; decorator-styled, 2-tone beige cabinet; for rooms up to 15x19 ft. 50-GL, identical with ivory finish.

No. 75-GL, ¾ h.p. window-sill model provides draft-free, clean ventilation, for room up to 20x20 ft.; ivory baked enamel Bonderized finish; extends 19½ in. into room.



No. 100-GC, 1 h.p. air cooled console, grained walnut wood cabinet with gold tooled, simulated leather top; fresh air and pump-out dampers hidden behind hinged doors at each end of cabinet; hidden controls easy available; front grille direct air toward floor or ceiling; deflectors behind grille direct air right or left.

No. 200-GCW, heavy-duty 2-h.p. duplex air conditioner with quiet water-cooled operation, can be used to cool 2 adjoining rooms with added ductwork; air outlet grilles located along rear of cabinet top facilitates ductwork; for large homes and rooms 30x50 ft.; 6 individual air outlet grilles each adjustable in 4 positions also available; light tan baked enamel.

Electrical Merchandising, Mar. 1951

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This Year, put more power into your selling! Features the extra, exclusive sales advantages now yours in every Air King fan. Superior construction, improved performance, handsome styling... they're all yours in a complete variety of Air King Fans. There is one for every room in the home—from ceiling to floor—at prices that send your sales soaring to new, more profitable heights!



## ECONOMY FLOOR CIRCULATOR

An unbeatable value—builds store traffic and sales volume! Air King's economy model floor circulator is priced to please the most economy-minded customer. Powerful motor, all steel construction, balanced aluminum blade, rubber mounted legs. Finished in Sunset Tan. U. L. Approved. Fully guaranteed. 3 speeds.



## deluxe FLOOR CIRCULATOR

Here's modern style in the modern way to provide cool comfort for bedrooms, dens, small offices, etc. Powerful motor cushioned on sound-absorbing, shock-proof rubber mountings—amazingly quiet! Light sunset tan finish. Rubber tipped legs. 3 speeds. Fully guaranteed. U. L. Approved.



## REVERSIBLE portable adjustable WINDOW VENTILATOR

Better than ever! The original reversible exhaust and intake fan—fastest growing sales maker in the field—styled for added beauty, added appeal. With simple patented reversing mechanism that is GUARANTEED FOR LIFE—provides complete safety at all times! Available in 10", 12", 16", 20" models adjustable to practically every window width. Guaranteed. U. L. Approved. In handsome white enamel or sunset tan finish.



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## ELECTRICAL APPLIANCE NEWS

# New Products



## UNIVERSAL Ironers

Landers, Frary & Clark,  
New Britain, Conn.

Models: WM4515 deluxe and WM-4511.

**Selling Features:** No. WM4515, deluxe 2-speed ironer has a hinged top cabinet with master switch that makes certain current is turned off when cover is down; features 2-speed, wrinkle-proof roll; both ends open; 130 sq. in. ironing surface; protecto-edge; duo-thermostat control; ruffling plates; release-Kwik pressure control; knee-type press and roll controls; finger-tip control one-of-heat switch; 3-way motor switch; swing-back balanced hinges; Bonderized white baked enamel finish; drop-leaf end table with flush-type recess at both ends; lap board; a.c. only.

No. WM4511 automatic ironer for small home where space is a factor; 22 in. free turning roll; 5 in. diam.; both ends open; pressure adjustment; scratch-proof, rust-proof shoe; Nichrome element, 1200 watts; adjustable thermostat; temperature range from "off" to 450 degs.; emergency release lever; single adjustable knee control and press control; motor switch located on ironer head; pilot light; easy rolling casters; white baked enamel cabinet with hinged top.

Electrical Merchandising, Mar. 1951



## KELVINATOR Refrigerators

Kelvinator Div. Nash-Kelvinator Corp.,  
14250 Plymouth Rd., Detroit 32, Mich.

**Models:** 8 new models—Masterpiece models TM, HM and SM and Standard models, DR, HR, SR, AH, and AS.

**Selling Features:** Masterpiece TM is a 2-door, twin control refrigerator-freezer combination with separate dial controls of freezer chest and moist-cold; automatic defrosting of lower compartment or Moist-Cold is accomplished by setting control dial so that frost on Humidplate melts off during periods when mechanism is not running; cold-to-floor design; freezer chest has 5 refrigerated surfaces separately insulated and controlled for extra-fast freezing; holds 70 lbs.; 6 qt. transparent polystyrene meat tray 8 qt. general utility Handitray of clear polystyrene with cover; glass-covered super crisper drawer holds 40 qts.; butter chest available as accessory, thermostatically controlled plugs into outlet inside cabinet.

Masterpiece HM has 10.9 cu. ft. capacity cold-to-floor behind single door; frozen food chest holds 42½ lbs., has 5 refrigerated aluminum surfaces for fast freezing; 6 qt. polystyrene meat tray with aluminum cover; full-width insulated, self-closing freezer door has new Strato-Blue trim; humidity control baffle and meat tray below frozen food chest; adjustable shelves; 40 qt. glass covered super crisper drawer; butter chest available as accessory.

Masterpiece SM has 11.9 cu. ft.; specially designed frozen food chest, 38 lbs. capacity; Strato-Blue trim on freezer door; adjustable shelves; super crisper drawer, glass-covered, roller-mounted holds 40 qts.; large sliding meat tray has blue trim; large Handitray; butter chest available as accessory; full length, cold-to-floor door.

Model DR has 7.9 cu. ft. capacity; 42½-lb. across-the-top frozen food chest equipped with 6 qt. meat tray with aluminum top; trimmed with Strato-Blue; humidity control baffle and meat tray; extra high space for tall bottles; deluxe twin sliding crispers have 24 qt. total capacity; thermostatically controlled butter chest available as accessory.

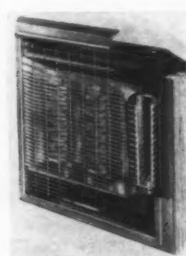
HR, has 8 cu. ft. capacity, 33-lb. frozen food chest across top; trimmed with Strato-Blue; extra high bottle storage space; twin sliding crispers; humidity control baffle and re-arranging shelf; butter chest available as accessory.

SR, has 8.6 cu. ft. capacity, 31½-in. frozen food chest in vertical position; Strato-Blue trim door; bottle storage space; twin sliding crispers hold 24 qts. total capacity; meat tray trimmed in Strato-Blue with independently supported clear polystyrene cover; butter chest available as accessory.

AH has 7.1 cu. ft. capacity; cold to floor design; 26 lb. frozen food chest across the top; humidity control baffle and meat tray; full-width sliding crisper holds 18½ qts.

AS, has 7.6 cu. ft. capacity; cold-to-floor design; 25-lb. high-speed vertical freezer full width sliding crisper; white polystyrene meat tray with clear cover.

Electrical Merchandising, Mar. 1951



## CAVALIER Heater

Cavalier Corp., Chattanooga 2, Tenn.

**Model:** Cavalier wall insert heaters in 1500, 2000, 3000 and 4000 watt capacities.

**Selling Features:** New tapered Cordierite ceramic cone said to produce 4 more heated air up through nickel-chrome resistance wire element; grille lifts out; copper clad steel deflector hinged so entire back can be exposed; built-in combined switch and thermostat control; knock-out hole in bottom for lead wire.

Electrical Merchandising, Mar. 1951





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*Tape Recorder*  
REPORT CARD

Features	<i>Exciting</i>
Quality	<i>Extraordinary</i>
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MODEL T-100  
**\$169<sup>50</sup>**  
COMPLETE

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Every way you look at it, the Revere Tape Recorder scores top marks! Dealers everywhere are quickly recognizing the advantages of adding this sensational sales-producer to their present lines. Not only does it provide a new source of extra profits, but as a new business stimulant and creator of live store traffic, it has few equals. No wonder dealers from coast-to-coast, reporting phenomenal sales, are so enthusiastic about this remarkable equipment.

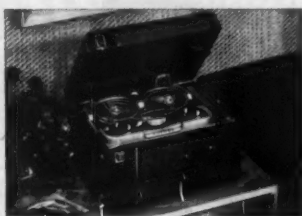
### A tremendous market of live prospects

Every day, more and more people are discovering the many advantages of owning a Revere Tape Recorder. The fun of recording children's voices and home talent . . . adding music and commentary to home movies . . . capturing radio programs for future enjoyment. Schools, churches, and clubs—business and professional people—musicians and students—all are your prospects!

### REVERE RECORDER-RADIO COMBINATION

Tape recorder plus a glorious toned radio. Programs can be recorded from radio by mere turn of a switch—no cords to connect. Powerful circuit, built-in antenna.

Model TR-200 \$209<sup>50</sup> complete



### Single demonstration sells it!

There's magic in a demonstration of the Revere Recorder. Your customers will enjoy hearing their voices in crystal clarity, marvel at such outstanding features as the fast rewind and forward speeds . . . eraseable, re-usable magnetic tape . . . easy-to-operate controls . . . time and footage indicator . . . and powerful, constant speed motor. Every inch a professional instrument in appearance and performance—yet remarkably low-priced. A single demonstration is often all that is necessary to register an immediate sale.

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# Revere

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25,000,000 DOMINION APPLIANCES BY THOUSANDS  
OF DEALERS DURING OUR 30 YEAR HISTORY**

All along the line there's a trail of satisfaction. Users who are happy, dealers making money, satisfied distributors, and a steady growth—plants added and facilities increased—that tells its own story.

Smart styling, intelligent engineering, and an honest regard for quality of materials and workmanship—these factors encourage us to look forward confidently to the next 30 years—and beyond.

**DOMINION ELECTRIC CORPORATION**  
Mansfield, Ohio



A COMPLETE LINE OF TABLE APPLIANCES - AVAILABLE  
THROUGH RELIABLE DISTRIBUTORS ACROSS THE NATION

## ELECTRICAL APPLIANCE NEWS

*New Products*



### ARVIN Heater

Arvin Industries, Inc., Columbus, Ind.

Device: Arvin portable heater No. 224.

**Selling Features:** Delivers 42 cfm; draws cold air from floor; heats it, fan-forces it over wide area; induction motor, 110-120 volts a.c., develops 1320 watts; streamlined design; willow green baked-on enamel finish, chrome guard rails; convenient hand-hold fitted to back of heater for easy portability.

Price: \$12.95.

Electrical Merchandising, Mar. 1951



### ROBERTSON Lawn Mower

Robertson Div., King Pneumatic Tool Co.,  
2717 N. Ashland, Chicago, Ill.

Model: No. ERL-34 rotary type lawn mower.

**Selling Features:** Equipped with electrically driven blade which, whirling at 3400 rpm, cuts any length grass at height from 1 to 3 in., and 16 in. wide; cuts as close as 1/8 in. from walls, etc.; easy-rolling, lightweight, easy to operate; blades guarded and may be reversed to last twice as long on one sharpening.

Price: \$60.

Electrical Merchandising, Mar. 1951



### EVANS Oil Fired Heaters

Evans Products Co., Plymouth, Mich.

Models: New 1951 oil-fired home heaters and floor furnace models.

**Selling Features:** Line includes oil-fired home heaters rated from 31,500 to 60,000 btus output plus an oil-fired floor furnace at 55,000 btus and a new oil-fired vertical heater, No. 151, rated at 50,600 btu output for low cost home installations. Humidifan also included in line, gives 12-month home conditioning; all models feature furniture-piece styling.

Electrical Merchandising, Mar. 1951



# MILLIONS WANT IT! AMPRO MAKES IT!

## World's Lowest Priced Tape Recorder!

*Records Anything!*

*Plays Back Instantly!*

*Records Permanently or Erases Tape Over and Over!*



### BIGGEST MARKET SINCE TELEVISION



**PARENTS PERMANENTLY RECORD BABY'S FIRST WORDS!** Ampro is the ideal family recorder for reunions, weddings, anniversaries, parties and other special events.

**DOCTORS RECORD RESEARCH FINDINGS**  
... **LAWYERS RECORD CASE MATERIAL.** Professional men and women welcome this easy, inexpensive way to keep records.



**BUSINESSMEN, EXECUTIVES, SALESMEN USE IT FOR DICTATION.** This new tape recorder makes a simple-operating low cost dictation unit ... dictation can be erased from tape for use over and over.

**EDUCATORS, SOCIAL WORKERS USE IT FOR AUDIO EDUCATION.** Teachers find the new Ampro Tape Recorder a helpful guide toward instructing through sound.



**ONLY AMPRO GIVES YOU THESE 8 SELLING POINTS TO CLINCH THE GREATEST MASS MARKET AT THE**

***World's Lowest Price \$119<sup>75</sup>*** Complete

1. Lowest First Cost!
2. Greatest Operating Economy!
3. Light, Compact (17 lbs.)!
4. Easy to Thread, Operate!
5. Big 5" x 7" Speaker!
6. Instant Stop Switch!
7. No Accidental Erasing!
8. External Speaker Outlet!

Just put this new low cost tape recorder on your counter—you'll be amazed at the traffic it'll stop—you'll be mighty pleased how easily it sells. Let your customers work it themselves. Once they see how simply it operates—how much *real* fun it is—all you need do is suggest a few uses and you've made a sale! Parents want it for keeping baby's voice, recording family events, party fun, music—professional folks use it for record keeping, dictation, training employees and students. Just about everyone in town is a potential prospect for this new self-seller. Get the complete money-making facts on an Ampro franchise—mail coupon today!

**DON'T  
DELAY...  
WRITE  
TODAY!**

AMPRO CORPORATION  
A General Precision Products Corporation Subsidiary  
2835 N. Western Ave., Chicago 18, Illinois

I am interested in complete information on a franchise for the new AMPRO Tape Recorder. I am a ( ) Dealer ( ) Distributor.

Name.....  
Firm Name.....  
Address.....  
City..... State.....





## Refrigeration Dealer Eliminates Motor Burnouts with Klixon Protectors

GLENS FALLS, N. Y.: Roy J. Pouliott, Service Manager of Finch, Pruyn & Company, important New York State dealer in building supplies, fuel and refrigeration, goes all-out in attesting the *saving safety* of Klixon Protectors.

"As the largest commercial and domestic refrigeration people in northern New York State, we have had ample opportunity to observe the worth of Klixon Protectors. We find that they eliminate burnouts in motor and solenoid windings. This not only simplifies our service work, but also results in greater customer satisfaction."



### Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to request appliances that have Klixon-Protected motors.

**KLIXON**  
TRADE MARK REG. U. S. PAT. OFF.

**SPENCER THERMOSTAT**  
Division of Metals & Controls Corp.  
2503 FOREST ST., ATTLEBORO, MASS.

## ELECTRICAL APPLIANCE NEWS

### New Products



#### VORNADO JR Fan

O. A. Sutton Corp., Wichita, Kansas

Model: No. 14C2 Vornado Jr. table type fan.

**Selling Features:** Has twin cones and deep pitched blades; specially designed motor mounted in rubber; entire fan unit swivel mounted and can be tilted as desired; may be used as hanging wall fan or set on table or cabinet; 2450 rpm; 1340 cfm; 52 watts.

Electrical Merchandising, Mar. 1951



#### SESSIONS Alarm Clock

The Sessions Clock Co.,  
Forestville, Conn.

Model: Kitty-Belle alarm.

**Selling Features:** Modern styling in dainty new size; ivory plastic case 4 in. wide, 3 1/4 in. high with 3-in. dial; self-starting movement has "Tru-Bell" alarm, not a buzzer.

**Price:** \$4.50 plus tax; also available with luminous hands and numerals for \$5.50.

Electrical Merchandising, Mar. 1951.



#### PHILCO Freezers

Philco Corp., Philadelphia, Pa.

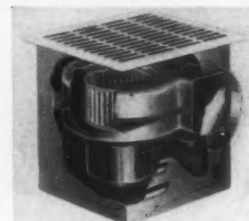
Models: FH-81 and EH-121 home freezers.

**Selling Features:** Newly designed sloping front which supplies more storage space at top bringing over 2/3 space above knee level, and easy-lift storage baskets are features of 1951 Philco freezer line; FH-81 has 8.1 cu. ft. capacity or 320 lbs. frozen food; divided into 2 separate compartments, each can be regulated for standard zero degs. storage or adjusted to sharp freezing at minus 15 degs.; counter balanced hinges; lid latch provides for padlock if desired; interior

light built into lid with metal shade automatically flashes on to illuminate both compartments when lid is raised; guardian bell signals automatically when freezer temperature rises to 12 degs. above zero; battery-operated signal will ring loudly for 48 hrs. or until alarm switch is turned off; white porcelain exterior; equipped with thermally correct non-corrosive evaporator and hermetically sealed super-power system.

EH-121, 12.5 cu. ft. freezer has same major design improvements and features plus strong serviceable plastic utility tray for smaller packages, fruits, etc.; holds up to 480 lbs. frozen foods; divided into 3 compartments with sharp freezing control—to minus 15 degs.—adjustable to any of the three; white Dulux exterior.

Electrical Merchandising, Mar. 1951



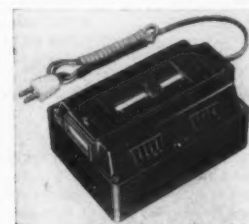
#### TRADE-WIND Ventilator

Trade-Wind Motorfans Inc., 5725 S.  
Main St., Los Angeles 37, Calif.

**Device:** Trade-Wind Clipper bathroom ventilator, No. 1201.

**Selling Features:** Equipped with a time-delay switch, will completely exhaust all odors, dampness and steam from shower or bath before automatically shutting itself off; switch can be set for any period up to 30-min., has 4-in. blower wheel driven by 1/75 h.p. motor which delivers 100 cfm; housing incorporates a conduit box and handy knockouts, permanently installed or removed from housing by means of positive friction catch and electric plug; chrome-plated grill easily removable; 6 1/2 in. deep, 8 1/2 in. wide and 7 1/2 in. high; discharge horizontal through standard 4 in. round pipe.

Electrical Merchandising, Mar. 1951



#### REX Vaporizer

Glycolator Div. Iron City Chemical Co.,  
Valencia, Pa.

**Device:** Rex home model Glycolator.

**Selling Features:** Kills household odors and reduces air-borne bacteria and virus; mahogany plastic case the size of a cigarette chest, weighs about 1 lb.; operates on a.c. or d.c.; consumes about 25 watts; permanent type element; holds pint of Glycosol liquid which will condition 7500 cfm for about 300 hrs continuously on one filling; adjustment permits high or low operation to suit room sizes.

**Price:** \$9.95 including month's supply of Glycosol.

Electrical Merchandising, Mar. 1951

*This Washer is different!*

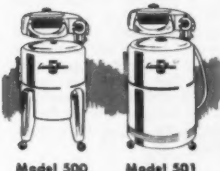
# Laundry Queen



MODEL 503P

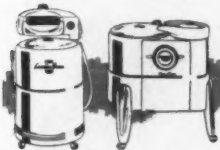
AMAZING INVERTIBLE AGITATOR TURNS YOUR CAPITAL  
OVER *fast!*

*Complete*  
LAUNDRY QUEEN LINE  
MEETS COMPETITIVE  
REQUIREMENTS



Model 500

Model 501



Model 502

Model 482



DUO DISC

## DOWN

IT CLOSES ORDINARY SALES

In its conventional position, Laundry Queen's exclusive Duo-Disc agitator—with vanes polished mirror-smooth—gets ordinary, lightweight wash super-clean, super-fast, super-gently. Its sweeping, 225° agitator-action forces more water through the fabrics, swiftly but safely, and wins women instantly. So different from ordinary washers' short stroke, choppy action!

## UP

IT CLOSES YOUR TOUGH SALES

Ends "vane-riding"! Heavy items like blankets, slipcovers, overalls, etc., that sink solidly onto conventionally positioned agitator vanes now sink to smooth, porcelain tub-bottom. Duo-Disc forces water through from above, rolls clothes out and up along smooth sides of tub, washes thoroughly but with sales-closing safety! A Laundry Queen "EXCLUSIVE"!

**And the profit you  
make is the profit  
you keep...**

**3 guarantees to  
prove it!**

Your sure way to profits is to roll those dollars over *often*—and to have your share of them *stay* with you. Dollars tied up in slow-moving stock are not profitable—nor can dollars that slip away in excessive sales and servicing costs make you rich. That's why dealers who look below the surface are switching to *Laundry Queen*—the **TRIPLY** guaranteed washer built to sell in minutes and serve for years. It's a **BIG** story! Write for it **TODAY!**

Copyright 1951, Automatic Washer Co.

**Mail this for Money-Making Facts!**

**Laundry Queen**

Only wringer on earth  
with so many **WOMEN-WINNING**  
**FEATURES** to up your sales!



*Watch for*  
**DETAILS  
NEXT  
MONTH!**

**AUTOMATIC WASHER COMPANY • Newton, Iowa**

**AUTOMATIC WASHER COMPANY**  
Newton, Iowa

Show us how Laundry Queen builds sales, saves service.

FIRM NAME \_\_\_\_\_

CHECK WHICH: ☐ DISTRIBUTOR ☐ DEALER

INDIVIDUAL'S NAME \_\_\_\_\_

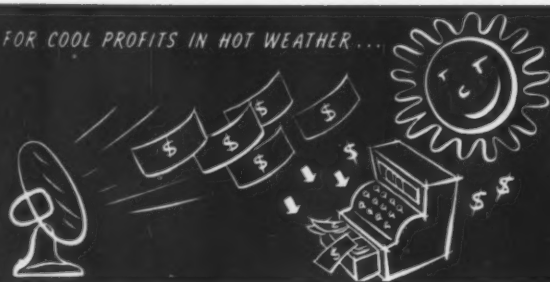
STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

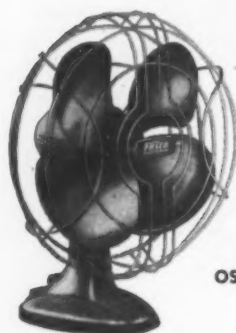
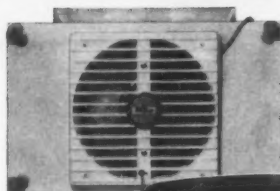
STATE \_\_\_\_\_

ZIP \_\_\_\_\_

FOR COOL PROFITS IN HOT WEATHER...



FASCO PORTA-VENT



FASCO  
OSCILLATORS



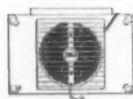
FASCO FLOOR FANS

## FEATURE FAST-SELLING **FASCO FANS!**

YOU CAN CASH IN 3 WAYS on the fast-growing fan market by displaying FASCO Fans prominently. They're fast-selling, with high-profit mark-ups . . . and they help to build store traffic. In addition, their superior quality, construction and performance mean satisfied customers, repeat orders.



**FASCO OSCILLATING FANS**—Old favorites for smooth, long-wearing performance . . . now in sleek, modern styling, handsome finish, with the steady, quiet power customers look for. A model for every buyer's need . . . 10", 12" and 16" blade sizes. Pedestal models in 16" and 20" sizes.



**FASCO PORTA-VENT**—It's new! It's automatic! It's the practical modern ventilating system for all homes, both old and new . . . your market is tremendous. Fits all steel casement and wood sash windows. Portable . . . Simply plugs in . . . no installation costs. Every homeowner or renter your prospect!



**FASCO LO-LEVEL FLOOR FAN**—Whips up a cooling breeze—but without even the suggestion of a draft. And FASCO'S exclusive solid base keeps floor dust out of circulation . . . keeps air in circulation, throughout the whole room. Ideal for offices . . . eliminates the nuisance of blowing papers. Available in 10" and 12" blade size models.

WRITE FOR '51 Catalog and prices TODAY.

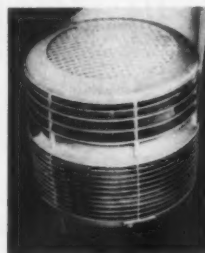
**FASCO Industries, Inc.**

FORMERLY F. A. SMITH MFG. CO.

ROCHESTER 2, N. Y.

## ELECTRICAL APPLIANCE NEWS

### New Products



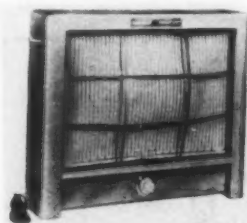
G-E Hassock Fan

General Electric Co., Bridgeport, Conn.

Device: New 12-in. hassock fan.

**Selling Features:** Twin blades give whole-room air circulation and eliminates dead air spaces; delivers breeze 16 ft. in all directions bottom blade circulates cool air currents that hug floor; top blades move warm ceiling currents; delivers a breeze 16 ft. in all directions; bottom blade circulates cool air currents that hug floor; top blades move warm ceiling currents; 3-speed switch delivers 6300 cfm; gray and chrome finish with grilled plastic top and plastic side louvers designed to give maximum circulation.

Electrical Merchandising, Mar. 1951



ELECTRIGLAS DIALTEMP Heater

Appleman Art Glass Works,  
Bergenfield, N.J.

Device: Dialtemp portable heater.

**Selling Features:** In addition to fully-automatic control by dependable, built-in Robertshaw thermostat, it incorporates comfort features of radiant heat panels used for complete house-heating, giving fast, direct, sunny radiant warmth, the manufacturer claims; suitable for sun porch, bathroom, baby's room, sickroom, attic, cellar garage or office; can be carried from room to room; plugs into any a.c. outlet; no installation required; silver hammered finish; 27 1/2 in. wide, 23 in. high, 7 in. deep; consists of unbreakable current-conducting glass panel encased in steel frame.

Electrical Merchandising, Mar. 1951.



FREEZE-O-TRAY Freezer

Freeze-O-Tray, 504 Warwick Rd.,  
Newport News, Va.

Device: Freeze-O-Tray ice cream freezer.

**Selling Features:** Freezes old-fashion-

ioned ice cream in ice cube compartment of any modern refrigerator; completely automatic; motor driven paddle stirs ice cream as it freezes, eliminating ice flakes; shuts off automatically; saves work—plugs into outlet, no hand beating or stirring required; patented magic motion dasher—twin blades glide across entire bottom of tray eliminating ice flakes, gently stirring ice cream as it freezes; 1 qt. capacity; freezing time about 1 hr.; lifetime stainless steel; aluminum motor housing; fits any modern refrigerator.

Price: \$17.50 Federal tax included.  
Electrical Merchandising, Mar. 1951

## NON-ELECTRICS



ARVIN Ironing Table

Arvin Industries Inc., Columbus, Ind.

Device: Arvin all-metal ironing table.

**Selling Features:** Adjustable to 9 different heights from 26 to 36 in. from floor; upper heights ideal for those who like to iron while standing—lower levels for shorter women and those who prefer to iron while seated; table can be raised or lowered by using finger tip or foot, manual adjustment made by pressing a push button with thumb and pushing downward; safety lock fixes table at desired height; non-skid rubber feet on tubular legs; has 54x15 in. metal top is perforated with 638 holes for quick evaporation of steam and moisture; tubular frame; weighs only 20 lbs.

Electrical Merchandising, Mar. 1951.



G-E Cleaner Bag Kit

General Electric Co., Bridgeport, Conn.

Device: Disposable bag kit for use with any G-E upright cleaner.

**Selling Features:** New bag assembly facilitates quick, sanitary disposal of accumulated dust and grit; will be sold as separate "Throw-away" bag kit, which will include a loose weave cloth outer bag with a disposable paper insert assembled plus 3 extra paper inserts; additional inserts in packages of four are available.

Price: Kit, \$6.98; 4 inserts, \$1.  
Electrical Merchandising, Mar. 1951





## THE STRATTON

MODEL 642K20

Beautifully designed traditional cabinet of mahogany-finish hardwoods with matched-grain doors . . . housing the top-performing Westinghouse chassis . . . 20" rectangular screen . . . black glass tube . . . exclusive Westinghouse Single Dial Tuning.



YOU CAN BE SURE...IF IT'S

# Westinghouse

WESTINGHOUSE ELECTRIC CORP. • TELEVISION-RADIO DIVISION • SUNBURY, PA.

## WHAT Westinghouse PERFORMANCE MEANS TO YOU

There's no doubt about it—the installation of a Westinghouse means satisfied customers—money in the bank! What's more, it takes fewer service calls to *keep* them sold! And this performance record is true in all areas. The Westinghouse '51 line has not been cheapened . . . nothing has been taken away. *The new line is better than ever!*

### SIMPLEST, EASIEST TUNING EVER!

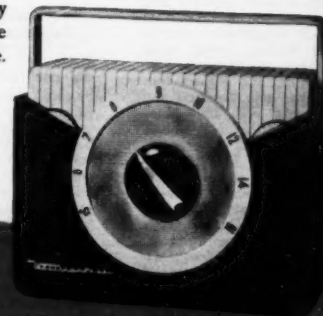
Possible only because Westinghouse continues to build a *better* chassis with *more tubes* . . . more automatic and more tuned circuits. Sells itself in demonstration.



### NEW DELUXE PORTABLE

MODEL 342P5

New Ferrocore antenna; 3-gang condenser; 5 tubes plus rectifier; 3-way operation. Plastic case with disappearing handle.



# ELECTRICAL APPLIANCE NEWS

## New Products



### RAYTHEON TV Line

Belmont Radio Corp., Div. of Raytheon  
Mfg. Corp., 5921 W. Dickens Ave.,  
Chicago 39, Ill.

Models: Starlight, RC-1720 and Constellation, C-2006.

**Selling Features:** Starlight combination 17-in. rectangular TV, AM radio and 3-speed phono; easy tuning with "Ray-Dial" continuous tuner; built-in Ray-Tenna, which eliminates outdoor antenna in areas where it is not needed; balanced Alnico 5 magnetic speaker; "Hi-Lite" picture power; modern cabinet of mahogany veneers; 2 knobs provide picture tuning with synchronized sound. AM radio selectivity and volume control for 3-speed phono.

Constellation is an open-face, 20-in. receiver on a black rectangular tube; 1-knob tunes all 12 channels; automatically synchronizes picture and sound, eliminating need for fine-tuning control and separate band switch; built-in Ray-Tenna; balanced Alnico 5 magnetic speaker; "Hi-Lite" picture power.

Electrical Merchandising, Mar. 1951



### SCOTT TV-Radio-Phono

Scott Radio Laboratories Inc.,  
Chicago, Ill.

Model: Chippendale radio-phono with 21-in. TV.

**Selling Features:** 21-in. black-face rectangular tube provides a 17x13 in. picture; 12 channels; vernier tuner; controls include channel selector and vernier; off-on volume and contrast in dual control, brightness control, horizontal and vertical hold; radio has Scott 2-chassis design with separate power amplifier and 3-gang tuning condenser; has separate bass and treble controls and FM drift compensation; overall audio fidelity equalized for best reproduction; external input connection for TV sound; push-button tuning for FM and AM and provision for remote control is available at \$100 additional; automatic triple-speed phono uses high fidelity variable reluctance type pickup; audio system provides frequency range of 20 to 20,000 cycles per second over all; 15-in. hi-fidelity articulated coaxial PM speaker; set is equipped with built-in AM-FM and TV dipole, and provision for connection of external antenna where desired; authentic Chippendale design; dark mahogany veneer; built-in record storage space and doors on both speaker and TV and radio panel; phono compartment is lift-lid type.

Price: \$1495; also available in an add-a-vision model at \$1095.

Electrical Merchandising, Mar. 1951



### MOTOROLA TV Consoles

Motorola Inc., 4545 Augusta Blvd.,  
Chicago 51, Ill.

Models: 17K5, 17F7B, 17F8 and 20F2.

**Selling Features:** 17K5, 17F7B and 17F8 have 17-in. rectangular black tubes; "Glar-Guard" cuts down room reflections to a minimum; 17K5 has off-the-floor styled cabinet in mahogany; 17F7B combination TV-radio-phono with an improved record changer; in a modern cabinet finished in lined oak; 17F8, 18th Century TV-phono combination has modern Chinese decor and an improved record changer. 20F2, deluxe TV-radio-phono combination has a large 20-in. rectangular black tube; mahogany cabinet.

Prices: 17K5, \$329.95; 17F8, \$579.95; 17F7B, \$579.95; 20F2, \$700.

Electrical Merchandising, Mar. 1951.



### WESTINGHOUSE TV Consoles

Westinghouse Electric Corp.,  
Television-Radio Div., Sunbury, Pa.

Models: 3 consoles with 17-in. tubes and one console with 20-in. tube.

**Selling Features:** All models have single dial tuning with illuminated control—automatic circuits to eliminate horizontal and vertical gain controls and synchronous tuning for simultaneous tuning of picture and sound; automatic frequency control; automatic gain control; built-in antennas; contrast circuits provide optimum brightness and contrast.

Stratton No. 642K20, top of line console has 20-in. rectangular black glass picture tube in mahogany veneered cabinet with full doors; has 12-in. concert speaker. All other models have 17-in. black glass picture tube. Brentwood, 641K17, has mahogany cabinet; Shelton, 646K17, has mahogany wood cabinet with half doors, and companion model Warwick, 647K17.

Prices: Brentwood, \$369.95; Shelton, \$399.95; Warwick, \$425. Zone 1 prices; slightly higher in West.

Electrical Merchandising, Mar. 1951.



### G-E TV Consoles

General Electric Co., Electronics Park,  
Syracuse, N. Y.

Models: 8 new 17-in. and one 24-in. Black-Daylite consoles.

**Selling Features:** All models in the 17-in. line have 20 tubes including 17-in. black rectangular tube plus 3 rectifiers; 12-in. Dynapower speakers and mahogany or blond Korina.

No. 17C-103, open-face mahogany veneer console. No. 17C-104, same with a blond Korina cabinet.

No. 17C-105, open-face, mahogany veneer cabinet.

No. 17C-107, mahogany veneer console with half-doors. No. 17C-108, same with blond Korina cabinet.

No. 17C-109, mahogany veneer console with full length doors.

No. 17C-110, mahogany console with half doors; No. 17C-111, same in blond Korina.

No. 24C-101, has a new super chassis with 25 tubes including 24-in. round black picture tube plus 3 rectifiers; full-length doors; mahogany veneer cabinet.

Prices: 17C-103, \$319.95; 17C-104, \$339.95; 17C-105, \$349.95; 17C-107, \$379.95; 17C-108, \$399.95; 17C-109, \$399.95; 17C-110, \$379.95; 17C-111, \$399.95; 24C-101, \$775, (East)

Electrical Merchandising, Mar. 1951.



### RCA VICTOR Telesets

RCA Victor Div., Radio Corp of America,  
Camden, N. J.

Models: The Winston No. 7T132, The Provincial No. 9T128 and The Bentley No. 4T101.

**Selling Features:** The Winston, first RCA Victor TV-"45" combination developed in a lowboy styling; 18th Century design; antiqued brass drop handles help carry out illusion of 3 drawers; combines 17-in. TV with a built-in "45" Victorla phono and generous record storage space; walnut or mahogany.

The Provincial has 19-in. picture

tube housed in a 4-door cabinet; available in maple, walnut and mahogany.

The Bentley, 14-in. table model in maroon plastic cabinet. All models have built-in phono jacks.

Prices: Winston, and Provincial, \$495; Bentley, \$219.95.

Electrical Merchandising, Mar. 1951.



### STROMBERG-CARLSON TV Console

Stromberg-Carlson Co.,  
Rochester 3, N. Y.

Model: Radcliffe 24-in. direct-view picture TV console.

**Selling Features:** Has 356 sq. in. screen area; new design permits operating at full brilliance without "retrace" lines and electrical centering of picture makes for easy adjustment; keyed automatic gain control; inter-carrier tuning of sight and sound together; easy geared tuning, ample shielding, direct coupling in video circuit; 12 in. permanent magnet speaker; phono jack; Honduras mahogany veneers.

Price: Eastern zone, \$675.

Electrical Merchandising, Mar. 1951



### G-E Table Telesets

General Electric Co., Electronics Park,  
Syracuse, N. Y.

Models: 17T-1, 17T-2 and 17T-3 table telesets.

**Selling Features:** All models feature 17-in. black rectangular picture tube, in a 20-tube chassis plus 3 rectifiers; No. 17T-1 has cordovan-finish wood cabinet; No. 17T-2, mahogany veneer cabinet; and 17T-3 blond Korina.

Prices: (Eastern list) No. 17T-1, \$269.95; 17T-2, \$289.95, and 17T-3, \$299.95.

Electrical Merchandising, Mar. 1951.



### AIR MARSHALL Teleset

Air Marshall Corp., 12 E. 44th St.,  
New York City

Device: Air Marshal Table Teleset No. B-17-T.

**Selling Features:** Has 17-in. giant rectangular black picture tube; built-in directional antenna; turret type all-channel tuner; new improved automatic gain control; safety-litescreen; 2 knob control; automatic brightness and background control; syncro-guide locking; color adaptor may be added.

Price: \$199.95.

Electrical Merchandising, Mar. 1951

**NOW! wise-up to new  
profits with  
Sessions  
"OLLIE" the OWL**

Model 494A  
with Tru-Bel Alarm  
...\$5.95\*

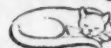
Model 494AL  
with Luminous  
Hands and Numerals  
...\$6.95\*



ITS THE GREATEST "natural" ever to hit the clock counters! It's a grand little sleepy-time owl with the Sessions famous quiet movement, and Sessions pleasant Tru-Bel Alarm.

Like all Sessions Clocks, "Ollie" the Owl has fewer moving parts than ordinary clocks—fewer to get noisy—fewer to get out of kilter. Like all Sessions Clocks, "Ollie" the Owl will be generously advertised in national magazines, and, mark our words, it's due to set a record for turnover! Better stock promptly and liberally with "Ollie" the Owl and other Sessions Clocks.

"NOT EVEN A PURR-RI!"



**Sessions**

**SELF-STARTING ELECTRIC CLOCKS**



\*Slightly higher in far West. Subject to Federal Excise Tax. Protected under Fair Trade Act.

**THE SESSIONS CLOCK COMPANY, FORESTVILLE, CONNECTICUT**

In Chicago: The Merchandise Mart Plaza; In San Francisco: Western Merchandise Mart; In Canada: Northern Electric Co., Ltd., Montreal, P. Q.





**and throughout 1951  
LYON Kitchens are being  
Nationally Advertised**

**LYON** METAL PRODUCTS, INCORPORATED  
General Offices: 321 Monroe Avenue, Aurora, Illinois  
Factories: AURORA, ILLINOIS • YORK, PENNSYLVANIA  
Sold Nationally through Direct Factory Dealers

**A PARTIAL LIST OF LYON PRODUCTS**

- Shelving • Kitchen Cabinets • Tool Boxes • Filing Cabinets • Sewing Box • Work Benches • Tool Stands
- Lockers • Cabinet Benches • Economy • Tool Room • Weight Working Benches • Bench Drawers • Hammer Box
- Stools • Storage Cabinets • Locker Racks • Equipment • Benches • Service Carts • Shop Boxes
- Bin Cages • Writing Benches • Parts Cases • Display Equipment • Hanging Cabinets • Sorting Files • Tool Trays
- Bar Racks • Counters • Flat Drawer Files • Drawing Tables • Folding Chairs • Drawer Units • Shop Desks

## ELECTRICAL APPLIANCE NEWS

### New Products

#### TELEVISION



**MOTOROLA Console-Table Teleset**

Westinghouse Electric Corp.,  
Television-Radio Div., Sunbury, Pa.

Model: No. 20T1 20-in. console-table teleset.

**Selling Features:** Shipped with demountable legs so that it is suitable as a table model or, by attaching legs, as a modern console. Other features include "Glare-Guard" which reduces glare; "Dependa-Bilt" chassis and Fashion Award cabinet styling available in mahogany and limed oak.

**Prices:** Mahogany, \$379.95; Limed Oak, \$399.95.

Electrical Merchandising, Mar. 1951



**WESTINGHOUSE Table Telesets**

Westinghouse Electric Corp.,  
Television-Radio Div., Sunbury, Pa.

Models: 3 new table models—Dorset, Andover and Fenway.

**Selling Features:** All models have 17-in. black glass picture tube; single dial tuning with illuminated control to minimize extensive tuning required; made possible by use of automatic circuits to eliminate horizontal and vertical gain controls and synchronous tuning for simultaneous tuning of picture and sound; automatic frequency control; automatic gain control; built-in antennas; contrast circuits provide optimum brightness and contrast. Dorset No. 635T17 has simulated wood cabinet; Andover No. 640T17 has mahogany cabinet; and a companion model, Fenway No. 639T17, has frosted oak cabinet.

**Prices:** Dorset \$259.95; Andover, \$279.95; Fenway, \$299.95. Prices are for Zone 1; slightly higher in West.

Electrical Merchandising, Mar. 1951.



**ADMIRAL TV Consoles**

Admiral Corp., 3800 W. Cortland St.,  
Chicago, 47, Ill.

Models: 15 consoles in 17- and 21-in. picture tube sizes.

**Selling Features:** 10 models have 17-in. Dyna-Ray picture tubes; four models have open face cabinets—one in mahogany plastic (27K12); three in woods—27K15 to 27K17 in walnut, mahogany and blond finish.

3 modern models with half-doors—27K25 through 27K27 are available in walnut, mahogany and blond finishes.

2 period console models 27K35 and 27K36 with half doors are walnut and mahogany finished.

An 18th Century model, 27K46, has full doors; mahogany finish.

All models have 10-in. Alnico speakers.

5 models have 21 in. Dyna-Ray picture tubes 221K16 an open faced mahogany cabinet; 221K35 and 36 have half-door cabinets in period design in walnut and mahogany respectively.

221K26, full-door model in mahogany finish; and 221K28 full door model in fruitwood. All 21 in. models have 12-in. Alnico speakers.

Other features contained in all models include Flex-O-Matic focus; all-channel turret tuner; 1-knob automatic tuning; built-in directional roto-scope antenna; balanced contrast circuit.

**Prices:** From \$299.95 to \$525.

Electrical Merchandising, Mar. 1951



**PACKARD-BELL Telesets**

Packard-Bell Co., 12333 Olympic Blvd.,  
Los Angeles, 64, Calif.

Models: 26 Silver Anniversary "Founder's Masterpiece Series."

**Selling Features:** Concentrated on 2 rectangular picture sizes—the 20-in. and 17-in., the line is available in both sizes in combination TV-radio-phones; TV consoles with full-length doors;



open-face consoles; and contour table model. All cabinet styles are available in 4 hardwoods—mahogany, walnut, maple and blonde oak, suitable for Traditional, Provincial, or Modern settings.

Electrical Merchandising, Mar. 1951

JOHN R. HURLEY  
President  
THOR CORPORATION  
Chicago 22, Illinois



# WHAT THE *Thor* FRANCHISE MEANS

## Inter-Company Letter THOR CORPORATION

To: John R. Hurley

Dear John:

We are going full steam ahead on that idea of running a special ad series geared to these times of shortages and price consciousness. The approach we are using is simple but effective: A monthly column containing valuable household hints for homemakers.

Dealers, distributors, and salesmen who have seen advance copies of our column agree it achieves two important things:

1. It gives readers service information that will enable them to get wider use and longer service from their appliances, housewares, and similar household items. In providing this information we will not only be doing our readers a favor but will be rendering a valuable public service.
2. Because of its subject matter and the interesting way in which it is presented, the columns will attract many, many steady readers. Jane Oliver, nationally known Director of Thor's Home Economics Bureau and an established authority on homemaking problems, is writing these columns for us.

Not only will this ad series build tremendous good will for the entire Thor organization—it will also create many prospects for our dealers.

This special ad series will make our 1951 advertising and sales promotion budget surpass last year's budget even more than we originally proposed, but I agree the expenditure is well justified. We promised our franchised dealers powerful support—we're sure giving it to them!

*Bob*



Thor Spinnet Washer



Thor Wringer Washer



Thor Sirdress

M. E. (BOB) WILSON  
General Sales Manager



# Washing Machine Dealers!

## MAKE THIS YOUR PARTS DEPARTMENT

**YOUR ONE-STOP  
SOURCE OF SUPPLY**



**A**LL over the country—particularly in the area near you—(see list below) is a service parts jobber stocked with washing machine parts and ready to take care of all your service needs. This one-stop source of supply is made possible through the cooperation of the washing machine manufacturers for the benefit of you—the dealer. It means better service for your customers and bigger profits for you. Use this centralized source of supply for all the washing machines you service.

### YOUR AUTHORIZED PARTS JOBBERS IS LISTED BELOW

A-1 Master Electric Shop, Salt Lake City, Utah  
Akron Washer Parts Co., Akron, Ohio  
Allied Electric Appliance Parts, Inc., Philadelphia, Pa.  
American Electric Washer Co., Cleveland, Ohio  
Appliance Parts Co., Indianapolis, Ind.  
Appliance Parts & Service Co., Seattle and Spokane, Wash.  
Arcand's, Hartford, Conn.  
Cooper Washer Parts, Inc., Sioux City, Iowa  
Detroit Appliance Parts Co., Detroit, Mich.  
Electric Appliance Parts Co., Waterbury, Conn.  
Finch's Washer Parts Co., Grand Rapids, Mich.  
Good Housekeeping Shop, Boston, Mass.  
Gopher Appliance Co., Minneapolis, Minn.  
Home Electric, Inc., Youngstown, Ohio  
Wallace Johnston Appliances, Inc., Memphis, Tenn.  
Ray Jones Washing Machine Parts & Service Co., Denver, Colo.  
Klinker Brothers, Cincinnati, Ohio  
Mar-Cone Appliance Parts Co., St. Louis, Mo.  
W. L. May Co., Inc., Portland, Ore.  
Midwest Appliance Parts Co., Inc., Chicago, Ill.  
Minnesota Appliance Parts Co., St. Paul, Minn.  
Moreley's Washer Parts, Buffalo, New York  
Niles Washing Machine Supply Co., 509 14th St., Denver 2, Colorado.

Pearson Appliance Corp., Cleveland, Ohio and Dallas, Texas  
D. J. Phelan Sons, New York, New York and Newark, N. J.  
Precision Parts Co., Akron, Ohio  
Pritchard Electric Co., Oklahoma City, Okla.  
R. and S. Parts Co., Milwaukee, Wis.  
Radio Electric Service Co. of Penna., Philadelphia, Pa.  
Refrigeration Equipment Co., Kansas City, Mo., Wichita, Kan., and Topeka, Kan.  
Refrigeration Supply Co., Harrisburg, Pa.  
Refrigeration Supply Co., Richmond, Va.  
C. J. Roberts Engineering Co., Springfield, Mass.  
Servall Co., Detroit, Mich.  
Shand Radio Specialties, Flint, Mich.  
The C. W. Smith Co., Chicago, Ill.  
Starr Electric Supply Co., Houston, Texas  
C. E. Sundberg Co., Chicago, Ill.  
Tribble's Inc., Washington, D. C.  
Wash Machine Parts & Sales Co., St. Louis, Mo.  
Washer Parts & Service Co., Pittsburgh, Pa.  
Washing Machine Parts Co., Inc., Los Angeles, Calif., San Francisco, Calif., and San Diego, Calif.  
Wyner Parts and Service Co., Rochester, N. Y.

**APPLIANCE PARTS JOBBERS ASSOCIATION, INC.**  
A National Trade Association—Executive Office: Detroit, Mich.

## ELECTRICAL APPLIANCE NEWS

### New Products

#### TELEVISION



#### ADMIRAL Tele-Bar

Admiral Corp., 3800 W. Cortland St., Chicago, 47, Ill.

Model: Admiral's Tele-Bar 321K49 TV console.

**Selling Features:** 21 in. picture Magic Mirror TV, 3-speed phonograph accommodates all types and speeds of records and a Dynamagic radio with built-in aeroscopes; 12 in. Alnico 5 speaker; built-in bar; hand-rubbed cabinet, liquor-proofed throughout; shelf provides large working space; stainless steel mixing tray; shelves in cabinet and door hold 32 glasses—glasses come with set; beneath glass racks is a storage chest 18½ x 23 in. holds more than 30 bottles, ice bowl, other bar equipment; built-in compartment in rear, 17 in. deep for empties. Available in period mahogany (321K46), modern blonde (321K47), and modern Silver Fox (321K49).

**Prices:** 321K46, \$845; 321K47 and 321K49, \$895.

Electrical Merchandising, Mar. 1951

storage space: full-length double doors; No. 321K18, fruitwood cabinet in French Provincial style, full-length double doors.

All models have Flex-O-Matic focus; 1-knob automatic tuning; built-in directional Roto-scope antenna; wide-angle, flare-free viewing; all models also available with FM-AM radios.

**Prices:** From \$449.95 to \$795.

Electrical Merchandising, Mar. 1951



#### ADMIRAL Table Telesets

Admiral Corp., 3800 W. Cortland St., Chicago, 47, Ill.

Models: 5 table telesets: 14R12, 16R11, 16R12, 17K11 and 17K12.

**Selling Features:** 14R12 has 14-in. screen unit measuring only 1½ ft. square; 16R11 and 16R12 have 16 in. and 17K11 and 17K12 have 17-in. picture tubes; encased in ebony and mahogany plastic cabinets, scratch and burn proof; features include Dyna-Ray picture tube; Flex-O-Matic focus; all-channel turret tuner; 1-knob automatic tuning; built-in directional roto-scope antenna; intercarrier sound system; glare-free, wide-angle viewing.

**Prices:** 14R12, \$199.95; 16R11, \$239.95; 16R12, \$249.95; 17K11, \$269.95; and 17K12, \$279.95.

Electrical Merchandising, Mar. 1951



#### ADMIRAL TV—Radio-Phonos

Admiral Corp., 3800 W. Cortland St., Chicago, 47, Ill.

Models: 12 Admiral TV-radio-phonos combinations.

**Selling Features:** Six models have 17-in. Dyna-Ray picture tubes with Dynamagic radio and Triple-play phono: 37K15 and 16 available in walnut and mahogany cabinets have 10-in. Alnico speaker; matching door pulls and tuning knobs. 37K27 has double door cabinet; blonde finish; gold trimmed screen and control panel and on-off jewel light. 37K35 and 36 have snug fit doors, period style antique hardware; hand-rubbed burl finish; large record storage compartment; slide-out radio-phonograph unit; on-off jewel light in walnut and mahogany respectively. 37K28 in fruitwood cabinet with full length doors has gold picture screen bezel, on-off jewel light; record storage compartment.

Six models have 21-in. Dyna-Ray picture tubes with Dynamagic radio and triple-play phono and 12-in. Alnico speaker; on-off jewel light. 321K32 and 36 in. walnut and mahogany have period styling cabinet; half doors. 321K15 and 16 in. walnut and mahogany have custom-crafted cabinet, spacious record storage compartment; 4 figured burl doors that fold back on flush-type hinges; matching antique hardware. No. 321K27, blond model has double-tiered record

#### MAGNAVOX Record Changer

The Magnavox Co., Fort Wayne, Ind.

**Device:** 3-speed record changer—a feature of Magnavox radio-phonograph and TV-radio-phonograph combinations.

**Selling Features:** Plays all types of records on market at 33½, 45 and 78 rpm without hum, flutter or rumble; automatically plays 10-in. and 12-in. records intermixed and also plays 7-in. records automatically with a simple control setting. Pickup has a response flat to 10,000 cycles which doesn't require a preamplifier; pickup exerts only 8 grams pressure on needle; has a dual stylus, one for each type record groove; an in-line brush mounted on tone arm ahead of stylus cleans every record groove and prevents "clogging" of needle; operated by heavy 4-pole motor; weighted turntable runs on ball bearings; all controls are centralized at one point for easy operation; straight spindle provides minimum of wear on records—they rest horizontally on spindle.

Electrical Merchandising, Mar. 1951.







The tools that  
make the sales!

YOU'VE GOT 'EM WITH

# 1951 Raytheon TV



## 1. TOP-QUALITY PRODUCT WITH FULL DEALER MARKUP!

Sparkling new Raytheon models—beautiful designs—real dependability—sets you can sell! Suggested resale prices are "complete" prices, including Federal excise tax and 1-year parts warranty—giving you full dealer markup on total cost! You can sell—and profit on—Raytheon!



## 2. BIG NATIONAL ADVERTISING CAMPAIGN!

In Life, Post, Good Housekeeping—beautiful 4-color ads followed by a big, consistent campaign—you and 40,000,000 prospects will read that "You buy dependability when you buy Raytheon TV!" Tools like these can head prospects toward your store for Raytheon!

## 3. COMPLETE LOCAL MERCHANDISING PROGRAM!

A complete package for sales—that's what every Raytheon dealer has! Ad mats, display pieces, mailing pieces—colorful, attractive, selling! Everything a dealer needs to pull 'em in and sell 'em—a Raytheon dealer has 'em!



## 4. INTENSIVE SALES TRAINING PROGRAM!

Important in the 1951 Raytheon sales program are the salesman's aids. Raytheon's "TV Fact Book" tells salesmen all about television. Folders on Raytheon's background, sets, how to sell television, help train and improve salesmen. Raytheon's exclusive 5-Point Plan for Dealer Profits is a complete guide to successful advertising and selling.



## 5. COMPLETE FIELD SERVICE ORGANIZATION!

Raytheon backs its products with a complete field service organization. This simplifies the problems of distributors, dealers and servicemen—gives them up-to-date information on Raytheon—saves them time and money. Another tool for making sales—offered by Raytheon!

### THE CONSTELLATION Model C-2006

List prices range from \$279.95 to \$750. Slightly higher West and South.



It pays to push

**RAYTHEON**  
TELEVISION

For the full, profitable details, write  
BELMONT RADIO CORP., 5921 W. Dickens Ave., Chicago 39, Ill.  
Subsidiary of RAYTHEON MANUFACTURING COMPANY





*Your  
1951 Profits...*

**from where will they come?**

Will your profits in the months ahead come from replacement business? We don't know. Nor does anyone else. But with cuts in civilian production looming over the horizon, we do know this: It's time to give more thought to your service department!

#### Replacement Water Heater—a new, growing market

Like the replacement of old electric range surface cooking units, this is good business for you. It is easy to handle—and it opens the door to other sales later on. Thousands of the heating elements in electric hot water tanks need replacement—now. Thousands more will need replacing as time goes on. Cash in on this demand. Get prepared to make extra money now and to lay the foundation for a thriving service business—one that will be an asset whether or not appliances come in short supply.

Lay in a supply of TK Water Heaters. They're easy to sell because in most cases they're the same units supplied by the original manufacturer. They're easy to install—easy to order. By using the

handy TK Hot Water Heater Slide Rule, you can quickly determine the proper unit for various size heaters. TK manufactures a complete line of sturdy, dependable, long-lived, single, double and triple loop units. Wattages range from 600 to 5000. TK Units are tops in performance, tops in packaging. For fast, economical heating of water, they can't be beat. They make satisfied customers, make you extra money.

**JUST OFF THE PRESS**—Protect your 1951 profits! Write for the big, new Replacement Unit catalog that tells you how to get and how to handle profitable remodernization business. We'll send complete information on how you can become a TK dealer.



**TK Water Heater Units**

**TUTTLE & KIFT, INC.**

1823 N. MONITOR AVE., CHICAGO 39, ILLINOIS  
A SUBSIDIARY OF FERRO ENAMEL CORPORATION

HOUSEHOLD SURFACE UNITS • OVEN UNITS • TE INFINITE CONTROL • SWITCHES & SELECTORS • WATER HEATER UNITS • FLATIRON UNITS • INDUSTRIAL UNITS

## ELECTRICAL APPLIANCE NEWS

*New Products*

### RADIO



#### CAPEHART Clock-Radio

Capehart-Farnsworth Corp.,  
Fort Wayne 1, Ind.

Model: No. T-30 clock-radio.

**Selling Features:** Mid-century styling with blue-gray plastic case and gold metal screen front panel and speaker grille; incorporates a Telechron clock which can sound a buzzer, turn radio off or on at predetermined times, or similarly control other electrical appliances.

*Electrical Merchandising*, Mar. 1951.



#### WESTINGHOUSE Portable Radios

Westinghouse Electric Corp.,  
Television-Radio Div., Sunbury, Pa.

Models: Nos. 342P5 and 343P5 3-way portable radios.

**Selling Features:** Both models have 5 tubes plus selenium rectifier; built-in loop antenna; automatic volume control; automatic switch which cuts off batteries when set is operated on a.c. or d.c.; polystyrene cabinets in 2-tone combinations—No. 342P5 in black and red; No. 343P5 in brown and tan.

Price: Zone 1, \$49.95 each.

*Electrical Merchandising*, Mar. 1951



#### WESTINGHOUSE Table Radios

Westinghouse Electric Corp.,  
Television-Radio Div., Sunbury, Pa.

Models: 1951 line includes 4 AM and 2 AM-FM table models.

**Selling Features:** AM models have 4 tubes plus rectifier; automatic volume control; built-in antennas; No. 336T5 has seal brown plastic cabinet; 337T5, ivory; 338T5 mahogany or ivory plastic.

AM-FM models have 6 tubes plus rectifier; new circuits which reduce noise level; premeability tuner; No. 334T7 has a mahogany plastic cabinet and No. 335T7 has an ivory plastic cabinet.

Prices: No. 336T5, \$21.95; 337T5, \$23.95; 338T5, \$29.95 in mahogany and \$32.95 in ivory. No. 334T7, \$59.95 and 335T7, \$62.95, slightly higher in west.

*Electrical Merchandising*, Mar. 1951

# 40 Great Newspapers

in Leading Markets, coast to coast,  
will carry a big 1/4 page ad like this on

## NESCO

### Electric Roaster-Ovens

March 27<sup>th</sup>

#### HERE ARE THE NEWSPAPERS:

Atlanta Constitution & Journal  
Baltimore Sun  
Boston Herald Traveler  
Buffalo News  
Charlotte Observer  
Chicago News  
Cincinnati Times-Star  
Cleveland Press  
Columbus Dispatch  
Dallas Times Herald  
Denver Post  
Des Moines Register & Tribune  
Detroit News  
Ft. Worth Star-Telegram  
Grand Rapids Press  
Hartford Times  
Houston Chronicle  
Indianapolis Star & News  
Kansas City Star & Times  
Los Angeles Times

Louisville Courier Journal & Times  
Memphis Commercial Appeal & Press Scimitar  
Milwaukee Journal  
Minneapolis Star & Tribune  
Nashville Banner & Tennessean  
New York World Telegram & Sun  
Norfolk Ledger Dispatch & Virginian Pilot  
Oklahoma City Oklahoman & Times  
Omaha World-Herald  
Philadelphia Bulletin  
Pittsburgh Press  
Portland Journal  
Salt Lake City Tribune & Telegram  
San Antonio News  
San Francisco Call-Bulletin  
St. Louis Post-Dispatch  
St. Paul Dispatch & Pioneer Press  
Syracuse Herald Journal & Post Standard  
Washington Star  
Wichita Beacon

Many other newspapers will carry similar ads.

**Here's how YOU TIE IN to make this powerful  
advertising pay off handsomely for YOU:**

Contact your NESCO salesman NOW. Ask him about running your own ad in the same issue of the paper in your city, to pull Nesco prospects to your store! He has ad mats in various sizes for you to choose from—see him today.

201 N. MICHIGAN AVENUE  
CHICAGO 1, ILL.

**NESCO** INC.

New York Regional Sales Office:  
200 Fifth Avenue, New York

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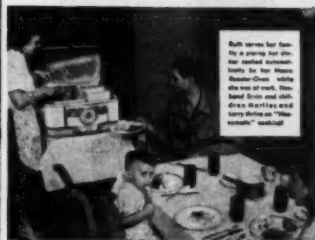
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This is Ruth Shugart,  
nurse, in the  
new plant at  
Henderson Co. Co.,  
in Henderson City, Ind.

**"When day is done,  
so is dinner!"**



Both serve her fam-  
ily a piping hot din-  
ner cooked automati-  
cally by her Nesco  
Roaster-Oven, while  
she goes off to work, then  
baked bread and dish-  
es are ready to be served  
as "dinner" is served.

**"I can work in a defense plant,  
and feed my family well, with my**

**NESCO  
ELECTRIC  
ROASTER-OVEN"**



MODEL 130

**\$79.95**

**This Nesco Roaster-Oven, with Nesco's  
exclusive BUILT-IN TIME CLOCK, cooks dinner  
automatically while you're at work!**

Yes, you too can "lead a double life"—keep a happy home  
and handle a full-time job—with the help of this ingenious  
Nesco Roaster-Oven!  
In the morning before you leave, you merely place your  
meat and vegetables in the Nesco. Then you set the ther-  
mostat, and set the time clock at the times you want the  
current turned on and off. That's all! The Nesco follows  
your instructions to the letter—has a delicious meal ready  
to eat when you return. Its capacity is 20 quarts—cooks  
plenty for a big family!



MODEL 136 ROASTER-OVEN

with the exclusive "See  
Thru" Cover and "Guide Dial"  
Temperature Control, it is  
the leader in the medium-price field,  
18 qt. capacity. Electric auto-  
matic time clock available on  
optional. Price **\$59.95**



MODEL 7016

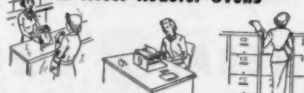
16-qt. 16-qt.  
ROASTER OVEN,  
roasts and  
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light.

MODEL 4215

15-qt. 15-qt.  
ROASTER OVEN,  
roasts and  
stews! Also au-  
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ed with digital  
light.



**While women work,  
their dinners cook,  
in Nesco Roaster-Ovens**

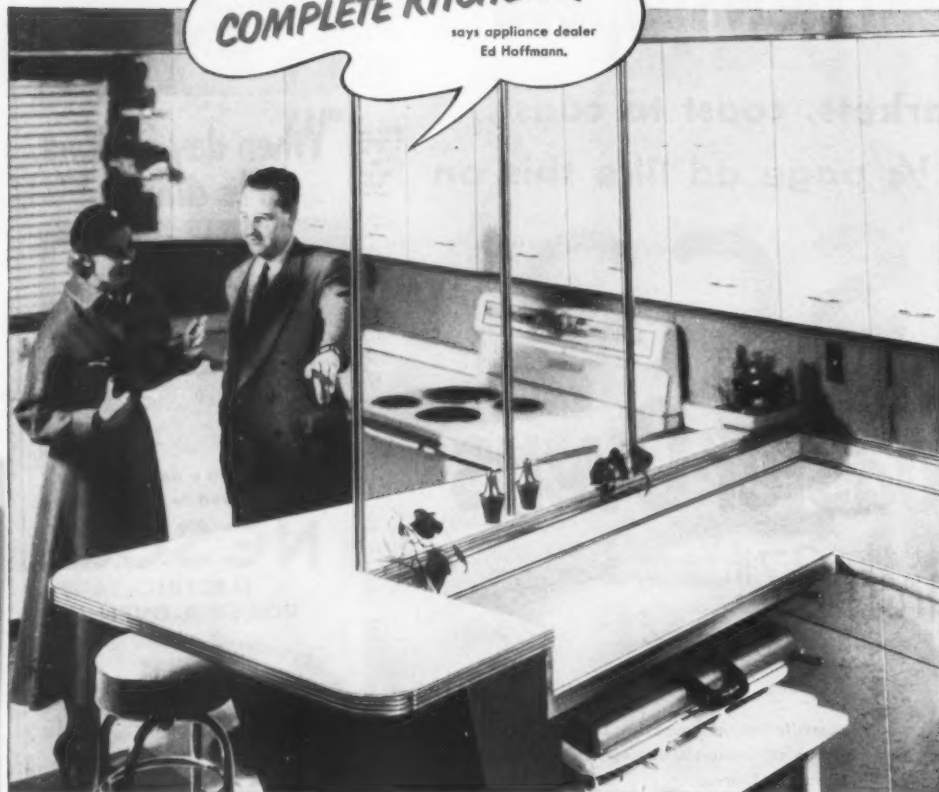


YOU CAN STILL BUY A NESCO ELECTRIC ROASTER-OVEN AT MOST ELECTRICAL  
DEALERS AND DEPARTMENT STORES. ORDER YOURS TODAY! Other Nesco products  
described in literature, guaranteed ware, baking and household electric, "File-Pull"  
rubber roller, canisters, fast oil sprayer, broiler, toaster and range.



*It pays to START  
AT THE "TOP" TO SELL  
COMPLETE KITCHENS,*

says appliance dealer  
Ed Hoffmann.



Ed Hoffmann, of Edw. Hoffmann Electric Co., Inc., starting a sale at the "TOP" in his Queens Village, N. Y., store.

## "G-E Textolite\* tops boost my Appliance Sales!"

Here's how one appliance dealer capitalizes upon the eye-appeal and consumer acceptance of General Electric Textolite plastics tops.

Ed Hoffmann features General Electric Textolite tops prominently throughout his demonstration kitchen. Their bright colors, which set off gleaming appliances so well, attract customers. Women in particular are encouraged to think in terms of *re-doing their entire kitchens*. This is Ed's cue to start selling not only counter installations, but appliances as well—even a complete kitchen!

\*Reg. U.S. Pat. Off

\*\*A recent national survey conducted at the request of General Electric Company showed that 41% of 1,051 women interviewed prefer G-E Textolite plastics tops, while the nearest competitor was mentioned by only 19%.

What's behind the overwhelming popularity\*\* of General Electric Textolite tops? Of course they're beautiful in color and design (awarded Fashion Academy Gold Medal—1951) . . . and durable beyond the needs of the average kitchen. But equally important—they carry the trademark of General Electric—the well-recognized sign of leadership in research, of quality of product. *People like to buy products made by G. E.!* Find out how G-E Textolite tops can stimulate your appliance sales by mailing the coupon.

**FREE!**

Section X-2, Chemical Department  
General Electric Company  
Pittsfield, Massachusetts

( ) Please send me free pattern sheet showing the 1951 G-E Textolite top designs.  
( ) I am interested in handling G-E Textolite tops. Please have a representative call.

Name \_\_\_\_\_  
Business \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## ELECTRICAL APPLIANCE NEWS

*New Products*

### RADIO



#### ADMIRAL Table Radios

Admiral Corp., 3800 W. Cortland St.,  
Chicago, 47, Ill.

Models: Two basic table models in 5 different finishes—5J21 and 5E23.

**Selling Features:** 5J21 ac/dc table model has 5 tubes, improved super circuit; beam power output; AVC, built-in loop aeroscope; 5 in. Alnico dynamic speaker plastic cabinet available in ebony (5J21), mahogany (5J22) and ivory 5J23.

5E22 5-tube superhet with built-in loop aeroscope has a disappearing handle for carrying from room to room; available in mahogany (5E22) and ivory (5E23).

Electrical Merchandising, Mar. 1951



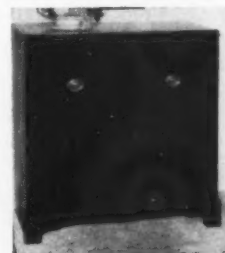
#### ADMIRAL Radio-Phono

Admiral Corp., 3800 W. Cortland St.,  
Chicago, 47, Ill.

Model: No. 6122 table radio-phon.

**Selling Features:** Less than a foot high; automatically plays up to 5 hrs. recorded music all types and speeds of records; 1 simple control, 1 center post and 1 needle for all records; superhet radio features Admiral's Ferro-Scope antenna—a small 8-in. rod which responds only to radio wave fields and filters electro-static noise; molded plastic cabinet.

Electrical Merchandising, Mar. 1951



#### WESTINGHOUSE Radio-Phono

Westinghouse Electric Corp.,  
Television-Radio Div., Sunbury, Pa.

Model: No. 328C7 combination AM-FM-phon.

**Selling Features:** Equipped with 3-way record changer utilizing single pickup point for long-playing and standard records; radio circuits have step-type tone control; built-in antennas for both bands; permeability tuner; 12 in. Dynamic speaker; 7 tubes plus 2 selenium rectifiers, mahogany cabinet. Price: Zone 1, \$275.

Electrical Merchandising, Mar. 1951

*You can put your confidence in*

**GENERAL  ELECTRIC**

# The times being what they are



Dirt, dog hairs, grit, threads all give up when this Hoover Triple-Action Cleaner gently beats, as it sweeps, as it cleans. Shown, Model 29—\$87.95. Cleaning tools with new, lightweight Veriflex hose at slight extra cost. Other Hoover Triple-Action models from \$59.95.

Versatile new Hoover AERO-DYNE Tank Cleaner with exclusive "Litter-Gitter" nozzle. Hoover's exclusive Dirt Ejector clicks dirt out, hands never touch dirt. (Shown, Model 51—\$84.95 including cleaning tools. Hoover AERO-DYNE Model 41 with Disposable Dirt Bag and cleaning tools, \$69.95.)

Prices slightly higher in Canada  
Prices subject to increase without notice

## *It's a great year to sell Hoover*

Times being what they are, your customers are buying—buying things they have always wanted, with long-term values in mind.

They're looking on these purchases now as lasting investments in time and labor savings. One of the items that ranks high on their lists is the Hoover Cleaner—for the Hoover measures up to the demands of the times, and for long, long times to come.

In times like these Hoover dealers can congratulate themselves because they are selling the cleaner their customers know best and want most.

And The Hoover Company steps right up center stage in its broad-scale 1951 national advertising to remind old friends of the value they are receiving in a late-model Hoover—to tell prospective users that now is the time of times to look at Hoover Cleaners with an eye to owning one.

This advertising—leading off with five big double-page advertisements in *Life* and *The Saturday Evening Post*, supported by a dozen smaller ads in leading home service magazines—will appear before an audience of 180,800,000 magazine readers this spring.

Each of these advertisements directs readers to the leading stores in their own communities that sell Hoover Cleaners. Be sure to let people around you know that you are their Authorized Hoover Dealer.



## *Here are the facts that help sell Hoovers*

- 43 years of manufacture—oldest and largest.
- More than 9,000,000 Hoovers already sold.
- More Hoovers in use today than any other make.
- 48% of Hoover sales made on direct recommendation of Hoover users.
- Top cleaning efficiency . . . proved by

independent laboratory tests.

- Most complete line of cleaners in the industry.
- Most complete service facilities in the industry.
- Sold exclusively through leading local stores.
- Purchase terms as liberal as government regulations permit.

### THE HOOVER COMPANY

North Canton, Ohio • Hamilton, Ontario, Canada • Perivale, England

*You'll be happier with a*

# Hoover

*...and these are the times to sell it*

GOOD SELLING MAKES GOOD CUSTOMERS



## A SALE in time builds nine

Treat your customers *right* when they're thinking of refrigerators, and you're on the track to a series of future sales. Competition for their dollar goes on every day—even in a seller's market. And their satisfaction with the things you sell them is your best way to keep them coming back.

That's why, when you're selling a home appliance, it's important that you stress the advantages of Fiberglas\* Insulation . . . that you do a quality selling job on quality products. Owens-Corning Fiberglas Corporation, Department 104-C, Toledo 1, Ohio.



APPLIANCE INSULATION

A SWELL FEATURE TO HAVE...  
A SWELL FEATURE TO SELL!

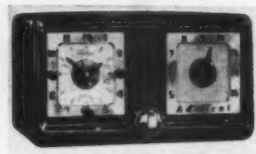
\*FIBERGLAS is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for products made of or with fibers of glass.



## FIBERGLAS IS IN YOUR LIFE...FOR GOOD!

## ELECTRICAL APPLIANCE NEWS

*New Products*



### ADMIRAL Clock-Radio

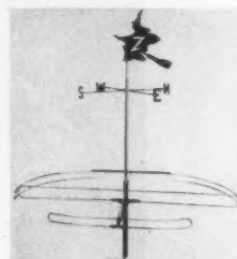
Admiral Corp., 3800 W. Cortland St., Chicago 47, Ill.

Model: No. 5G22 and 5G23 alarm clock-radio.

**Selling Features:** Combination telechron clock-radio which permits dozing and awakening to music; in mahogany (5G22) or ivory (5G23); clock has luminous dial; controls include alarm switch to set hour to be awakened by radio—louder auxiliary alarm goes off automatically after a few minutes; slumber switch; radio turns off automatically; automatic on-off switch turns on an appliance such as coffee maker, toaster, etc., at time alarm goes off; radio has Admiral superhet circuit with beam power output; high fidelity audio system; 535 to 1620 kcs; Alnico dynamic speaker; 5 tubes; a.c. only.

*Electrical Merchandising*, Mar. 1951

## TV BRIEFS



Zenith Radio Corp., Chicago, Ill., announces a new weather vane-antenna called the "Hollywood" TV Antenna Vane; the entire unit has 3 elements—a weather vane itself topped with a legendary witch; and in-line type antenna which operates on high and low TV bands. It retails for \$39.95.



A new mobile FM receiver called "Monitoradio" has just been announced by Radio Apparatus Corp., 310 Fountain Sq. Theatre Bldg., Indianapolis, Ind. Available in two models M-51 for 30 to 50 m.c. band and M-101 for 152 to 162 m.c.; picks up police calls, fire calls, Railroad and bus signaling, hospital calls, border patrol signals, maritime messages etc. M-101 brings in taxicab calls; specially designed whip antenna makes it possible to receive within a 10 mile range. M-51 receives clear signals from average transmitter at distance of 25 to 50 miles; gray Hammertone metal cabinets; 5 tubes plus a rectifier and voltage regulator.



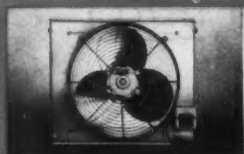


**INCREASE YOUR PROFITS**

**WITH THE 1951**

**SIGNAL**  
MANUFACTURERS OF ELECTRICAL PRODUCTS

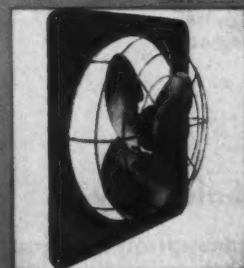
**FAN LINE**



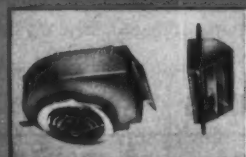
NEW Model WR-202 Electrically Reversible Window Fan—60 cycle, 20" blade, 2-speed, each way, switch on panel, delivers 3500 C.F.M. Exhaust (intake slightly less).



Model 1649—60 cycle, 16" oscillator, 3-speed, delivers 1250 C.F.M., splat-resistant Window green finish.



NEW Model V-320A Challenger Vent Fan—60 cycle, 20" guarded blade, rubber mounted, delivers 3200 C.F.M., black wrinkle finish, operates in either vertical or horizontal position.



NEW Model CW-100 Ceiling or Wall Fan—60 cycle, 7 1/2" blade, 3-speed, delivers 480 C.F.M. free air (300 C.F.M. zero static pressure).

Increased profits really "breeze in" when you sell the famous *Signal* and *Cool Spot* Fan Lines. Built to SELL and STAY sold, *Signal* and *Cool Spot* fans give dependable, carefree service that means satisfied customers. Your sales force will like *Signal* too, because *Signal* fans don't come back for margin-cutting, time-consuming repairs.

The 1951 *Signal* Fan Line is more complete than ever. A big, new 20" electrically reversible window fan has been added to team up with the popular 12" and 16" sellout models of last year. The 20" Challenger Vent Fan with six-pole distributed winding motor for quiet operation, and a compact ceiling Kitchen Vent Fan are two other newcomers to the 1951 lineup!

Whether you're interested in window, desk, kitchen vent, floor, ceiling, pedestal or exhaust fan equipment, *Signal* and *Cool Spot* is your best buy in 1951. Selling features aplenty in every fan mean consistent, rapid turnover.

Saleswise dealers and distributors throughout the United States know that *Signal* is the fan line in 1951. Write today for the *Signal* story!

*There's a breeze to please every one of your customers!*

**Signal Electric Mfg. Co., Menominee, Michigan**

**RUSH** complete information and discount schedules on the *Signal* and *Cool Spot* fan lines for '51.

I am: (Check one) ☐ Dealer\* ☐ Distributor

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

\*If Dealer, give us name and address of your distributor \_\_\_\_\_



**SIGNAL**

Electric Mfg. Co., Menominee, Mich.

may find himself with a lot of embarrassing questions to answer



<p>— HERE THEY ARE —</p> <p><b>The Important Segments reached by ELECTRICAL MERCHANDISING</b></p>			
<p><b>MANUFACTURER</b> (A reader also!)</p>	<p><b>WHOLESALE</b></p>	<p><b>RETAILER</b></p>	<p><b>CONSUMER</b></p>

### Story of a Sale from Beginning to End

# tie-in with sales plans...

A new, improved model is rolling off your assembly lines . . . perhaps with a lower price tag than previous models. Banner headlines proclaim it in consumer publications and perhaps the public also hears all about it over the air. You go to great expense to alert your distributors to all the facts. But it's just too bad if your dealers aren't ready to tie-in at the point-of-sale.

The public is always conscious of new appliances but the local dealer must remind them that *he* has that new, improved model at the new price, that they shouldn't delay coming into his store to see it. This is the most important job he should do as your franchised dealer but you must regularly remind him of your plans and promotions so he will know the entire story.

These dealers of yours are your sole representatives at the point-of-sale. The impressions they create about your product make or lose the sale. Your consumer advertising sells the public and creates preference but it doesn't make the actual sale. That's your dealer's job but you've got to educate him and continually sell him on your product in your trade paper advertising. Tell him again and again the point-of-sale display material you can supply him — impress on him the importance of tie-in advertising — tell him the strategy behind your consumer advertising. Give him all the facts — make sure he has all the answers. You'll find your sales curve will go up and your advertising dollar really pay off when you reach him with the entire story in his favorite trade publication — **ELECTRICAL MERCHANDISING**.

## Remember...The local dealer is considered an expert!

The local dealer's customers and prospects are generally his neighbors and friends and when they buy they look to him for advice and assistance on what is the best buy for their money. They know he is an expert and understands the important features of all the products he sells. If he should just say, "It's all right and can do a fairly good job," you can bet they'll buy something else. This unenthusiastic type of selling won't happen on your product if you keep your dealers sold on your product and on their toes with all the latest information. Use the dealers' preferred trade publication, **ELECTRICAL MERCHANDISING**, and you can be sure your sales curve will stay up.

### Readers of

#### **ELECTRICAL MERCHANDISING** *are*

*retailers (and wholesalers) of major appliances, electric housewares, radio and television sets and scores of related products and accessories. These products are bought with thought, usually with considerable family-wide consultation (Note: Here's where consumer advertising pays off). The products sold to the public by this group of retailers are sold with dealer advice and endorsement. They will not move without this important dealer ingredient. And they must have proper wholesale set-ups to facilitate it.*

**ELECTRICAL MERCHANDISING—MARCH, 1951**

#### To reach dealers in

**APPLIANCE — RADIO — TELEVISION STORES  
DEPARTMENT STORES — FURNITURE STORES  
HARDWARE STORES — UTILITY MERCHANTISERS**

*tell your product story in*

 **ELECTRICAL**   
**MERCHANDISING**

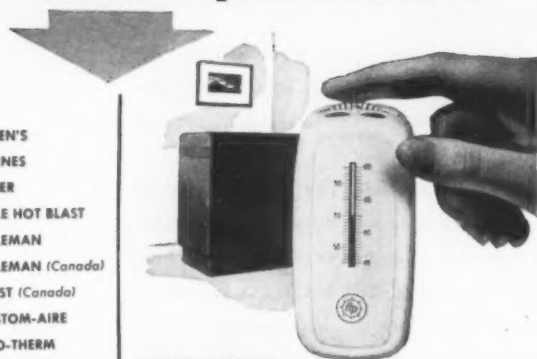
**A MCGRAW-HILL PUBLICATION • 330 W. 42nd ST., NEW YORK 18, N. Y.**

**PAGE 161**



# YOU CAN'T HELP MAKING MONEY

If you sell one of these  
famous space heaters



ALLEN'S  
BARNES  
BEYER  
COLE HOT BLAST  
COLEMAN  
COLEMAN (Canada)  
CREST (Canada)  
CUSTOM-AIRE  
DUO-THERM  
ENTERPRISE  
ENTERPRISE (Canada)  
ESTATE-HEATROLA  
FINDLAY (Canada)  
FLORENCE  
H. C. LITTLE  
HERCO (Canada)  
INTERNATIONAL  
JUNGERS  
LACO  
LONERGAN  
MAGIC CHEF  
MONARCH (Canada)  
MONARCH  
MONOGRAM  
NESCO  
NORGE-HEAT  
PERFECTION  
PREWAY  
QUAKER  
SAFEWAY  
SIEGLER  
SILENT FLAME  
SUPERFLAME  
TORRIDAIRE  
WASHINGTON  
FRUGAL

## PLUS ALL THE LUXURY OF AUTOMATIC HEAT ... WITH LOW-COST, EASY TO SELL A-P COMFORT CONTROLS

Yes, if you sell one of the famous-make space or trailer heaters listed here you can offer every customer the luxury of true automatic, thermostatically controlled heat! This means easier selling, because you can offer comfort and convenience equal to the most expensive kind of heating, with no wasted heat — and substantial fuel savings!

What's more, this easy-to-sell comfort means ADDITIONAL PROFITS for you. Write now for Bulletin T-2 on A-P Comfort Controls.

### EASY TO INSTALL



There's an A-P Electric or Mechanical Comfort Control actually engineered to fit these heaters. Just mount conversion top on present manual control; connect to thermostat and plug-in transformer. Mechanical thermostat even eliminates wiring!



**DEPENDABLE Controls**

A-P Comfort Controls are designed and built to exact space-heater specifications by A-P Controls Corporation — for 19 years America's foremost manufacturer of controls and valves for oil and gas-fired furnaces and space heaters. Makers of famous A-P valves, controls and accessories for refrigeration equipment.

## A-P CONTROLS CORPORATION

(formerly Automatic Products Company)

2400 N. 32nd St. • Milwaukee 45, Wis.

In Canada: A-P Controls Corporation, Ltd., Cooksville, Ontario



ROBERT E. MERCER, sales manager for Kalamazoo Stove and Furnace Co. shows Frank M. Holliday, regional sales manager for the firm's northwest sales district, some of the promotional material available to dealers for tie-in with Kalamazoo's golden jubilee "dream kitchen" contest.

### Dream Kitchen Contest Sponsored by Kalamazoo

Contests on both the consumer and dealer level are being used by Kalamazoo Stove & Furnace Co., to observe the firm's golden jubilee celebration.

For consumers the firm is sponsoring three "dream kitchen" contests with complete Kalamazoo kitchens as the grand prizes. Contestants must finish the following sentence in 25 words or less: "A Kalamazoo kitchen is really a dream kitchen because..." The first contest runs through March, the second through April and the third through May 25. Each month the ten runners-up will receive a Kalamazoo range.

All contestants will receive a copy of the firm's "around the world" recipe book. The contests will be promoted in a number of consumer magazines.

Sixteen prizes will be awarded to the dealers submitting the greatest number of entries in the kitchen contest. The grand prize consists of fifteen gifts, including a 19-inch television set, a shotgun, a movie camera and set of golf clubs. The fifteen runners-up each receive one of the merchandise prizes.

The company has prepared dealer promotional kits for use in the golden jubilee promotion. Included in the kit are medallions and banners, enlargements of the national ad, ad reprints, jubilee stickers and prepared radio and TV spot commercials. Ad mats promoting the contests and the recipe book are also available.

### Distributor Mobilization Planned by Two Firms

Two manufacturers of appliances and television have come up with plans for the mobilization of their distributors in case of all-out emergency.

Television distributors and dealers would become war-time producers of electronic equipment under a plan proposed recently by Belmont Radio Corp.

And Lewyt Corp. has announced its intention to mobilize, train and utilize its distributor organization for expediting and sub-contracting operations.

As described by W. L. Dunn, Belmont vice-president, his firm's plan envisages the sub-contracting of simple sub-assemblies to the company's present distributors who would

then assign work on these orders to their dealers.

Among the advantages claimed by Dunn is the fact that such a plan would yield 100 million man hours a year. He also emphasized the value of the plan as a means of keeping dealers and distributors in business in periods when no merchandise is available. He pointed out that the plan is designed only for full-scale mobilization. Based on the firm's experience in the last war, he said, 30 percent of military production consisted of simple sub-assemblies.

Alex Lewyt said that his mobilization plan would add 5 million square feet of manufacturing space and a possible pool of 5,000 skilled and semi-skilled personnel to the Lewyt productive capacity. He revealed that the plan is already partially in operation with distributor organizations being used for expediting purchase of critical defense materials.

### Fedders Introduces Eleven New Models

Manufacturers of room air conditioners could not meet demand for their product in 1951 even if all necessary materials were easily available, Salvatore Giordano, president of Fedders-Quigan Corp., told distributors in mid-January.

He predicted that the industry would turn out 200,000 units in 1951 and said that he felt there was an immediate market for almost 600,000 units. He added that he did not think the industry had the capacity to build more than 400,000 units in 1951, even if materials were available.

Giordano promised distributors that his firm would continue to produce units at the highest possible rate within government emergency restrictions.

During the meeting the company introduced eleven new models, including a one-third ton unit which will sell at a price less than last year's most inexpensive models. "This unit alone," said Frank A. Mitchell, sales manager of the unit air conditioner division, "will open an entire new market among families of average income."

Advertising manager Robert E. Cassatt said that the firm planned one of the most extensive advertising and sales promotion campaigns in the history of the air conditioning industry. The advertising campaign is the biggest in the 55-year history of the company.

# MOST **ADVANCED** IDEA IN IRONING TABLES

**G.P.&F.**  
**MET-L-TOP**® THE ORIGINAL ALL-METAL IRONING TABLE

In 1940, Geuder, Paeschke & Frey introduced the *Original, All-Metal Ironing Table* . . . MET-L-TOP. It marked the first major improvement over the old-fashioned ironing board. It would not warp, crack or catch fire from an over-heated iron. The smooth-as-glass white enameled top was ventilated to carry away excess steam and moisture, bringing new speed and ease to ironing.

The MET-L-TOP Ironing Table was an instant success, and today dealers report that metal ironing tables outsell wooden boards 10 to 1. There have been imitators, of course, but the same

ingenuity, foresight and engineering skill that developed the original all-metal ironing table has kept MET-L-TOP out front . . . "Number 1" in the ironing table field.

MET-L-TOP developed the *exclusive double top* that never sags or buckles . . . *adjustable height* that reduces ironing fatigue . . . *ProtectoRest* that serves as a hanger or rest for standing table on end, and the *FIRST all-metal sleeve board*. MET-L-TOP was *FIRST*, and is still foremost in *NATIONAL CONSUMER ADVERTISING* of Metal Ironing Tables.



**KEEP STEP WITH PROGRESS  
... SELL THE LEADER  
THE ORIGINAL G. P. & F. MET-L-TOP**

Manufactured by



**GEUDER, PAESCHKE & FREY CO.**

Milwaukee 1, Wisconsin





The big, new Volume-Seller!

COMPLETE  
LINE OF...

*Magic*

## DEFROSTERS AND TIMERS FOR HOME AND INDUSTRY

Here's the key to profitable selling every day . . . day-in-day-out! Housewives in over 27 million homes need Magic Defroster to end refrigerator defrosting nuisance and keep foods fresher and better!

With its many superior and exclusive features, Magic Defroster gives you the inside track in this tremendous market. It offers finest performance, longest service life, is priced to sell!

Standard and deluxe models give you a COMPLETE LINE to win every sale. Lead with the Leader—order Magic Defroster today!



Basic Products gives you a complete line of fast-selling, profit swelling Defrosters and Timers—a top-quality "entree" to a new market so vast it can't be estimated! Place your order today, or mail coupon for further details!

**MAGIC DEFROSTER . . .**

- Saves Food—Saves Electricity
- Variable Control
- Completely Automatic—Fits anywhere—in any position
- Half-Minute Installation
- Eliminates Defrosting Drudgery (No Ice)
- One-Year Guarantee
- Recommended by Leading Refrigerator Makers

**BASIC PRODUCTS CORP.**  
1617 North Harrison St., Ft. Wayne, Indiana, Dept. E 105

We are Distributors ☐ Dealers ☐ Please enter our order for  
Model \_\_\_\_\_ Magic Defrosters and Model \_\_\_\_\_  
. . . Time Controls . . . Or send us further information on  
Magic Defrosters \_\_\_\_\_ Time Controls \_\_\_\_\_



Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

### Dexter Holds Open House



OVER 2300 IOWANS visited the plant of the Dexter Co., in Fairfield, Iowa, during the firm's first annual open house last fall. A group of visitors, above, stop to inspect the line of Dexter washers. Plans are being laid for a bigger plant tour this fall.

### Packard-Bell To Restrict Franchises During 1951

Faced with the likelihood of a 50 percent cut in production in the first quarter alone, Packard-Bell Co., Los Angeles television manufacturer, has announced plans to franchise a smaller, selective number of dealers in the coming year. Only those retailers who agree to comply with qualifications laid down by the firm will be franchised.

In explaining the move, company officials said that they expected a 50 percent reduction in the first quarter compared to output in the final quarter of 1950. Qualified dealers will be expected to maintain displays of P-B merchandise, use the company's factory service and installation (or contract with a qualified service company), merchandise P-B products progressively under Fair Trade requirements, and comply with regulations on cooperative advertising schedules.

The firm has set up a novel distribution plan in San Diego county, with one firm handling city distribution and a second covering the outlying territory.

### Dealer Sales Clinics Scheduled by Hoffman

A sales clinic based on a new "pivot" plan of selling has been opened for television dealers by Hoffman Radio Corp. Sales people in the Los Angeles area are currently receiving training under the program and it will be extended to cover salesmen in all other areas where Hoffman TV sets are sold.

The "pivot" plan was devised by general manager Robert Davis and his assistant Burt Dorris. Basically it includes four fundamental steps of successful selling: (1) the proper approach; (2) qualifying the customer; (3) new ways to demonstrate merchandise; (4) closing the sale.

### Landers, Frary & Clark Sponsors Part of TV Homemaking Program

Landers, Frary & Clark is currently sponsoring a half hour portion of the Wednesday session of "Homemakers Exchange" on the CBS television network. The show originates in New York and is seen in 24 cities.

### Preview for New York



A VICE-PRESIDENT and a zone manager play host to William J. Smith, left, of the Long Island Lighting Co., at a preview of the new Kelvinator line in New York. Center is Charles T. Lawson, vice-president in charge of sales. At right is K. L. Saunders, New York zone manager for Nash-Kelvinator.



*No Dust Bag  
to Empty!*

...it's the **NEW**



# ROYAL

MODELS 290-A  
and 280



REPLACEMENT OR A REFUND OF MONEY  
Guaranteed by  
Good Housekeeping  
IF NOT AS ADVERTISED THEREIN

1951  
Model  
290-A



ROYAL presents, as standard equipment on "cylinder" Models 290-A and 280, "Toss Out" paper dust bags—a new feature, amazingly simple and efficient. No longer is it necessary to empty the ROYAL dust bag. The user just slips the paper bag out of the cleaner and throws it away—dirt and all. Economical, easy to use, sanitary—a powerful selling feature.

## You Can Make Money Selling These New ROYALS



Tell your ROYAL Distributor that you want your share of the generous profits Dealers everywhere are making selling ROYALS. He will be glad to show you the new models.

ROYAL "cylinder" cleaners from \$49.95 to \$89.95\*  
ROYAL "upright" cleaners from \$49.95 to \$74.95\*

ROYAL VACUUM CLEANER COMPANY, Cleveland 8, Ohio  
CONTINENTAL ELECTRIC CO., Ltd., Toronto 28, Ontario, Canada

\*Manufacturers suggested  
retail price in U.S.A.

**Money is made on Turnovers, Lost on Leftovers.  
Sell the Quality Cleaner with the Fast Turnover — ROYAL**

**Cut  
Sales  
Costs**

**•**

**Increase  
Profits**

**•**

**Sell  
More  
Prospects**



**DODGE REPORTS**

APR 11 1951

ELECTRIC STORE  
ADVERTISING UNIT  
PLANS IN PROGRESS  
FOR FUTURE  
OWNER - F. W. DODGE  
NEW (CITY) -  
ARCHT - C. S. LEBERER 125 HERRIN AVE COLUMBUS OHIO  
FACE BRG LONCH RSL BACK UP 1 & 2 STY & PART  
BASE 11000000 - INCL REST EMPL-LOCHER BLDG-SHOWER  
ELEVATOR-CHOC FISH-BUILT UP ROOF 1000000 C. HARTS-  
SPRINKLER SYSTEM-CLASH RSL PARTS-WOOD BLOCK &  
ASPHALT TILE FISH-UNIT TYPE HEATERS

## for Electrical Appliances

Dodge Reports are early news, *issued daily*, about construction jobs to be built . . . and about bidding and awards of contracts as these jobs progress. Available to cover your trading area, from a single county to 37 eastern states . . . issued in a manner to confine information to only those jobs which offer selling opportunities to you.

### With Dodge Reports—

- You know *who* and *where* your prospects are and *when* they should be seen.
- You multiply your salesmen's time, and reduce your costs, by saving them many useless trips.

### Without Dodge Reports—

- You may never have a chance to bid many of your best opportunities.
- You would spend far more money looking for opportunities than you have to.
- You can't keep informed on the changing factors and may lose out by not knowing *whom* to see and *when* to see them.

A Dodge man will gladly show you how you can make the best use of Dodge Reports. Thousands of firms are using them profitably, year after year, and have been over the past 59 years. If you want to cut costs and sell more in new-construction, mail coupon for details.


MAIL THE COUPON BELOW FOR DETAILS

ATTACH TO YOUR LETTER-HEAD AND MAIL TODAY

Please furnish me with further facts on how I can use Dodge Reports profitably in my business. I do business East of the Rockies.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_



**DODGE REPORTS**

CONSTRUCTION NEWS DIVISION

F. W. DODGE CORPORATION

119 West 40th Street, New York 18, N. Y.

EW-2-51

## News Briefs

**Win Honor.** Westinghouse has been awarded the merit award of the American Society of Industrial Engineers for "leadership in research, engineering, design and manufacture in the home laundry equipment field."

announced price increases of from \$10 to \$30 on five TV receivers. The increases were attributed to component part shortages which hinder production continuity.

**Lower Tube Prices.** Sylvania Electric Products, Inc., has reduced prices on 90 percent of its TV picture tubes by approximately five percent.

**Newspaper Ads.** Stromberg-Carlson Co. has resumed a heavy national newspaper advertising campaign which it began in September, 1950. The campaign will be concentrated in a period of 12 weeks and will utilize approximately 50 newspapers.

**Discontinue Freezers.** Carrier Corp. has discontinued the sale of food freezers to its distributors and dealers because of a shortage of critical materials. The company said that it would continue to manufacture food freezers for limited distribution outside the dealer organization. The move will allow the firm to turn out more air conditioning equipment.

**Double Ad Budget.** Lewyt Corp. has doubled the advertising appropriation for its vacuum cleaner. Two-color magazine ads began appearing late last month. A two-month billboard campaign for March and May has also been announced.

**Ad Campaign.** Mitchell Mfg. Co. has announced the most complete promotion program ever undertaken for room air conditioners to introduce its 1951 line. It includes an elaborate advertising campaign and a dealer direct mail program.

**Adopt Disposers.** The town council of Mount Dora, Fla., has voted to purchase food waste disposers for resale to residents at a cost of \$99.95 installed. Mount Dora is the third town in the country to adopt disposers as a sanitation measure.

**New Prices.** The Dorby Co. has raised the price of its infra-red broilers from \$21.95 to \$24.95, federal excise tax included. West of the Rockies the new price is \$26.95.

**Production Record.** Radion Corp., manufacturers of portable TV antennas, has announced that as of January 1 the firm's sales had passed the 1,500,000 mark.

**Double Ad Plans.** White Sewing Machine Corp.'s advertising for the first half of 1951 is more than double what it was for the same period in 1950. A substantial portion of funds have been allocated for newspaper advertising over the store's signature.

**Raise Ad Figures.** Webster-Chicago Corp. has set up a six months advertising budget of \$315,000, 50 percent higher than the budget in 1950. Largest share of this will go for newspaper advertising. Other media to be used include national advertising, sales promotion and printed material and selling aids.

**Raise Prices.** Emerson Radio & Phonograph Corp. in late January

100 Meetings. Frigidaire division of General Motors Corp. last month  
(Continued on page 168)

### Model and Copy

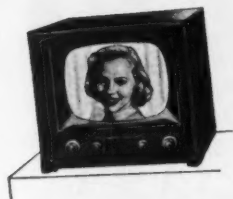


J. K. McDONOUGH, left, general sales manager for Sylvania's radio and television division and M. F. Balcom, chairman of the board, compare model Alicia Wallace and the Sylvania floor display piece for which she posed.

*It's so easy to show your customers —*

# *why*

**"There is nothing finer than a  
STROMBERG-CARLSON."**



### *1. Talk about Tuning*

It's so easy with the new Stromberg-Carlson TRU-LOK tuning. Steadiest pictures, too.

Shown here: THE STAFFORD, newest table model ... 17-inch rectangular tube ... phono jack ... hand-rubbed mahogany veneer cabinet.



### *2. Talk about Cabinetry*

For every taste, traditional to modern ... all decorator-designed, all enduringly beautiful.

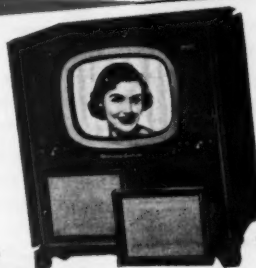
Shown here: THE EMPIRE, 19-inch console ... choice Honduras mahogany veneer cabinet; this and all models completely hand-rubbed.



### *3. Talk about Pictures*

All "big-as-life," from 17- to 24-inch ... give greater detail and greater realism.

Shown here: THE RADCLIFFE ... Giant 24-inch tube, biggest for home use ... exquisite cabinet.



### *4. Talk about Tone*

Famous Stromberg-Carlson tone—that is clear as a bell, majestic as a symphony.

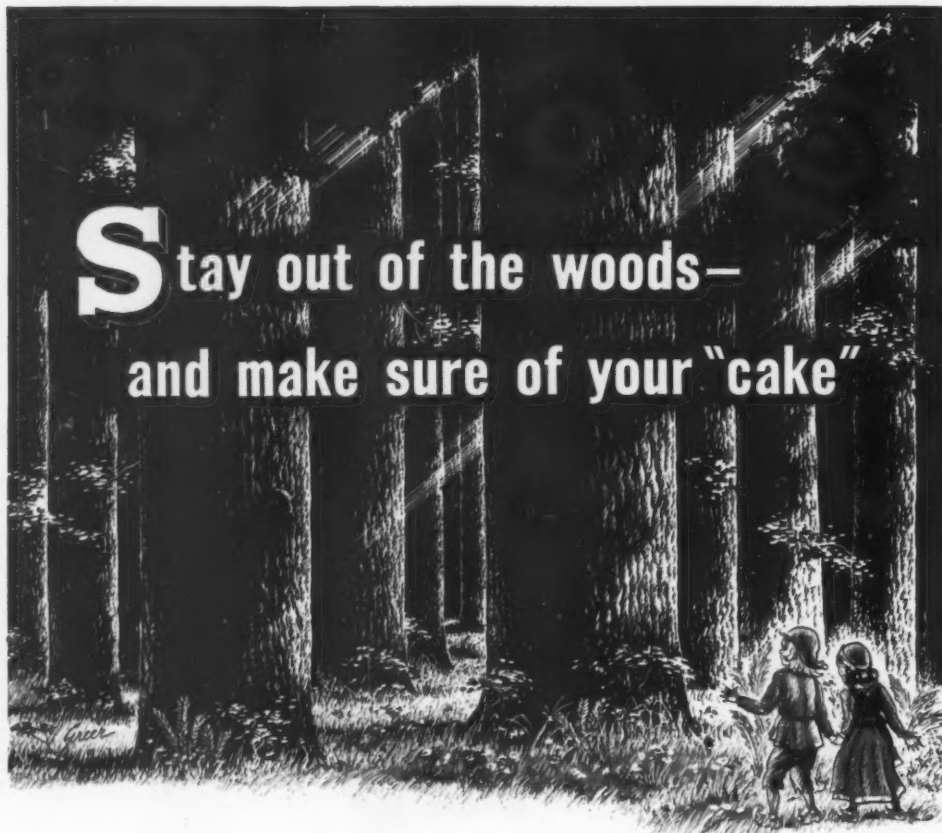
Shown here: THE 18TH CENTURY, available with 19- or 20-inch tube, AM-FM radio ... fully automatic 3-speed phonograph.

16 exciting 1951 models.

Stromberg-Carlson Company, Inc., 200 N. W. 1st St., Miami, Fla. 1951 models.



# Stay out of the woods— and make sure of your "cake"



It's fun to remember the stories that fascinated us as youngsters—and that still stir us when we think of them again.

There's the one about Hansel and Gretel, for instance, the two kids who had to shift for themselves in the forest. After all kinds of perplexities, they stumbled upon a house made of cake and candy, which helped them stifle their hunger and struggle on until finally they "got out of the woods" and found a way to live happily.



The moral may be: Just keep plugging, whatever happens, and you'll win out in the end. But you can draw a much smarter lesson from the H and G story: Stay clear of the woods, and make sure of your cake with the right kind of merchandise!



In the appliance business, there's a way to do that: See to it that every electrically heated appliance you handle is heat-powered with Nichrome.\* For

Nichrome is the superb electrical heating alloy that is the very heart of good appliances everywhere. Its proven dependability assures consumer preference—gives you a sensational *plus value* at the point of sale.

With Nichrome, your selling job is easier, and you avoid those familiar complaints which "the woods are full of." Yes, with Nichrome you steer straight for that sweet satisfaction that comes from greater sales volume, increased profit—prestige that has customers always heading your way.



Nichrome® is manufactured only by

**Driver-Harris Company**  
HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco



Manufactured and sold in Canada by The B. GREENING WIRE COMPANY, LTD., Hamilton, Ontario, Canada

\*T.M. Reg. U.S. Pat. Off.

## NEWS BRIEFS (Continued)

conducted 100 field meetings to introduce new products and plans to the firm's dealers. The meeting got underway late in January when district managers and their personnel met in Dayton.

**Meck Ads.** John Meck Industries, Inc., last month began a series of quarter-page advertisements in the *Saturday Evening Post*. The campaign will run throughout the year.

**Chicago Headquarters.** Nesco, Inc., has opened national headquarters at 201 N. Michigan Ave., Chicago. The building contains executive offices and a sales showroom.

**Expand Plant.** The Sheldon Electric Co. plant of Allied Electric Products, Inc., is completing erection of a two-story addition to its main plant in Irvington, N. J. The addition is part of an overall building expansion project which includes the leasing of more than 27,000 additional square feet of floor space.

**Resume Output.** Swartzbaugh Mfg. Co. has resumed production following settlement of a 91 day strike. Late in January sales manager Richard R. Fowler said that shipment of some Everhot appliances could be expected by February 15.

**Offer Radio Show.** A series of tape-recorded radio programs featuring commentary on national and international news by Quentin Reynolds is being made available to Du Mont distributors and dealers. The program will be recorded on Friday and will be available for local broadcasts by Saturday or Sunday.

**New Gasket.** All Westinghouse refrigerator models are now being equipped with a new plasticized vinyl gasket designed to produce a better door seal and reduce refrigerator operating costs. The new gasket is said to be stronger, more durable and have a longer life than the rubber one it replaces.

## The New Look



**ROCKET STYLED** is what Thor Corp. says of its new wringer washers introduced at the January markets. The skirts and legs of the new washers are made of molded fiberglass.

**ONLY NORGE HAS  
THIS DRAMATIC  
DIFFERENCE  
YOU CAN  
DEMONSTRATE**

# *Electricity lights the Gas!*

## **NORGE**

### **Self-Starter Gas Range**



**Eliminates matches  
and ever-burning pilots**

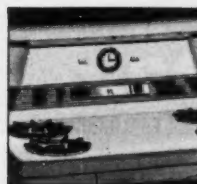
**Oven and burners  
light electrically!**

● What a sales-story to tell and *demonstrate* to every prospect! It's sensational news . . . and it's *exclusive with Norge*.

Show them how with the Norge Self-Starter you just press a button and the oven or any top burner lights instantly, safely . . . *electrically*. Show them how the tiny electric element is on *only* when it's needed . . . uses no more current than the cigarette lighter in your car!

It's the "hottest" news in the industry . . . a dramatic, easy-to-demonstrate improvement that offers new safety, economy and convenience . . . turns *prospects* into *customers in a hurry*!

***Demonstrate these features, too!***



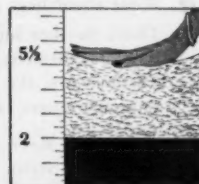
**New Contour-Styled Back Rail** plus deluxe package with electric timer and clock, concealed fluorescent lamp and convenience outlet. Streamlined, beautiful, "sellable"!



**Exclusive SpirO-lator Burners.** They focus heat evenly under any size pan—no wasted fuel. Click-Simmer valves and Self-Locking handles—two more plus-features!



**Big Picture-Window Oven**—a step-up feature that wins women and influences sales. Automatic oven light has manual switch so baking can be watched without opening the heat-sealed oven door.



**Super-Thick Oven Insulation**— $5\frac{1}{2}$  inches of glass fiber compressed to 2 inches and permanently anchored in place. Saves gas, keeps kitchen cool, insures even temperatures at any setting.

#### **7 GREAT NEW NORGE MODELS**



**... THE LINE THAT DELIVERS FOR THE DEALER!**

# How to "Emcee" for a Customer-Quiz



When your customers put you "on the spot" with a quiz about the steel in products you sell, it will help you to know more about the basic advantages of Armco Special-Purpose Steels. Take Armco ALUMINIZED, for example—it's used in the combustion chambers and baffle plates of space heaters, and for oven reflectors in electric ranges. Do you know the answers to these questions?

- Q. Is Armco ALUMINIZED an aluminum alloy?**
- A.** No. ALUMINIZED is a specialty Armco product with aluminum bonded to the steel base by a hot-dip process.
- Q. What advantage does ALUMINIZED steel have—in the vital parts of space heaters, say?**
- A.** The steel base gives strength; and the steel and aluminum coating together resist combinations of heat and corrosion—assure longer service life for the heater.
- Q. What about heat reflection?**
- A.** That's another important reason for the aluminum coating. Its high reflectivity increases heating efficiency. Furthermore, the aluminum surface resists heat damage at temperatures ranging up to 1250 F.

Make a note of these selling points of Armco ALUMINIZED. They will help you move appliances that have parts made of this Armco Special-Purpose Steel. Customers like to be told about *plus* values in products they buy.

**ARMCO**  
STEEL CORPORATION



2001 Curtis St., Middletown, Ohio • Plants and Sales Offices from Coast to Coast • Export: The Armco International Corporation.

## DEALERS FEEL IMPACT OF MOBILIZATION

CONTINUED FROM PAGE 99

to powers which DiSalle does not now have. But his biggest problem would be administration: who is to say what items will get a special margin, either up or down? And how big should an incentive be? There are thousands of items that would be up for constant review. Even with a full staff, the job could be a back-breaker.

### TAXES

Pay-as-you-go is out, but taxes will hurt just the same. The \$10-billion program submitted to Congress by the President last month was supposed to be the first installment of what's needed to pay for defense. But by the time Congress gets through gauging the public's reaction, the total is likely to stop there.

Chances are there won't be a new law before June. But when the votes are counted, the substance of the White House program will get through intact. So here's what you're likely to be hit with:

**Higher individual rates** will bring in \$4-billion. Most of the money will come from a 4 percentage rise in each of the various surtax bracket rates. The personal exemption will stay at \$600.

**Higher corporate rates** will raise another \$3-billion. The top regular rate will be boosted from 47 percent to 55 percent. The additional levy on excess profits will remain the same.

**Loophole closing**—gifts and estates, depletion allowances—won't bring in the \$1-billion or so for which the President asked. But he'll get something.

**Steeper excises** will be slapped on products now taxed and on a list of new ones. President Truman wants the manufacturers' excise on radios, television sets, refrigerators and other appliances to go up from 10 percent to 25 percent. His proposal would net the treasury \$425-million a year.

Chances are the President will get some kind of hike on appliance excises. Congressmen are impressed by the fact that such levies cut consumer demand in time of scarcity, in addition to raising revenue. The Administration's proposal would have the effect of boosting retail prices by nine percent.

### CREDIT CONTROLS

Installment credit figures covering the last quarter of 1950 show clearly that Regulation W has cut installment buying and appliance demand. All in all, the Administration is satisfied with the way the curb has worked—up to now.

But with appliance production due for further cuts, demand will still outrun supply. So the Federal Reserve Board will stiffen Regulation W once again.

The new order may be out by the time this reaches print. But, in any event, you can forecast where the impact of the tightening will fall.

Autos will get off relatively easy. During December, the volume of auto credit outstanding actually dropped by \$47-million—that is, repayments exceeded loans by that amount.

So appliances will probably bear the fruit; total installment credit outstanding for this group rose \$159-million during December. Christmas usually sees a seasonal peak. But, even so, this looks like the sector in which FRB will cut down.

What will happen? Probably a

boost in down payments—from one-quarter to one-third. Since it's the down payment that usually knocks out a prospective buyer, the repayment period may be left untouched.

### CONSTRUCTION

Construction of new retail stores and warehouses has been pretty much halted by the National Production Authority—except in "special" cases. Purpose is to save materials and labor for defense. But you can still go ahead and put up a new unit if:

(1) your building won't take much steel or copper;

(2) failure to go ahead means a serious loss of funds invested in land, plans and borrowed capital;

(3) it is needed to serve, say, a new defense housing project or is needed by a rapidly growing community.

NPA will also permit dealers to spend \$5,000 a year to repair or alter premises. Unless the amount involved exceeds this figure, no permit will be necessary.

(Last month the Federal Reserve Board expended Regulation X by limiting loans for the construction of commercial buildings—stores and offices—to 50 percent of the value of the property.)

### MANPOWER

For the appliance dealer, manpower—sales help, servicemen and the like—is nothing to worry about yet. The draft is the only problem right now. But it will stick to men under 26—men who have relatively little training and experience and who can be easily replaced.

Conceivably, the government may yet resort to a manpower freeze. If it does, then look for repetition of the World War II shift of workers from the selling and service trades into defense manufacturing.

A manpower freeze, however, is still a year or longer away.

## TV Output To Drop Sharply In 1951, Sloan Warns Group

Only three million television sets will be built this year, F. M. Sloan, manager of the Westinghouse radio-television division, told eastern distributors at a meeting in New York in mid-January. He said he anticipated production of 500,000 sets during January with succeeding months bringing a tapering off.

The meeting was one of a series held by the division to introduce seven new television receivers and nine new radios.

Sloan told the group that the division had taken four steps to strengthen its position in the face of materials shortages. He listed them as:

1) bolstering of the purchasing department;

2) intensification of research aimed at simplifying chassis design without sacrifice of performance;

3) investigation of the use of adequate substitutes;

4) a sales policy reaffirming a "fair and impartial allocation of the television and radio receivers we do manufacture".

(For pictures of the meeting see page 178).



Play This  
Winning Combination  
OF  
**TV PROFIT MAKERS**  
50-STATIONS-50

**alliance**  
TENNA • ROTOR

**alliance**  
TENNA • SCOPE

**MODEL HIR TENNA-ROTOR** is the only fully automatic rotator. Just set it and forget it. Your antenna turns to the proper position and stops. North—East—South—West—direction indicator dial shows exact antenna position at all times. Extremely accurate!

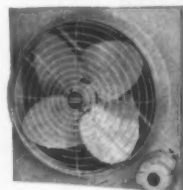
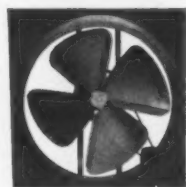
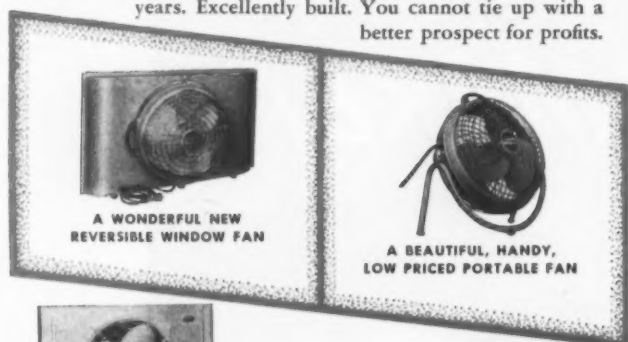
**THIS NEW TV BOOSTER** features one simple control. Automatic on-off switch gives maximum, uniform high gain on all channels—quick to install. An excellent companion item to the Tenna-Rotor. The New Alliance Tenna-Scope!

**NATION-WIDE TV ADVERTISING PRE-SELLS!** Tenna-Rotor is the only TV accessory backed by a powerful, sustained television campaign—national in scope. Alliance Tenna-Rotor offers faster installation with 4-conductor "Zip" cable. Works in any weather. 1-year guarantee. U. L. approved.

**ALLIANCE MANUFACTURING COMPANY • Alliance, Ohio**

# FRESH-AIR MAKER FANS FOR '51

A line you will want to acquire, designed for best performance, good looks and to sell. Priced right. A generous assortment of sizes and types that people want. Over fifty models. All will deliver lots of air, quietly and for long years. Excellently built. You cannot tie up with a better prospect for profits.



The Hy-Duty line will supply your needs for centrifugal blowers, SINGLE INLET... DOUBLE INLET... DIRECT DRIVEN UTILITY UNITS, 5" to 25" wheel diameter, a few hundred CFM to 25,000. Compact, strong, top delivery, certified ratings.



LOTS OF PRACTICAL PLEASING SELLING FEATURES YOU WILL WANT TO KNOW ABOUT. *Send for Literature*



SCHWITZER-CUMMINS COMPANY  
VENTILATING DIVISION  
INDIANAPOLIS 7, INDIANA  
ENGINEERS AND MANUFACTURERS  
*of Fine Fans*  
*for over 30 years*



## NARDA Draws 350 Dealers To Annual Winter Meeting

Group elects Mort Farr president, names A. W. Bernsohn to succeed Simpson as new managing director

THE annual winter meeting of the National Appliance and Radio Dealers Assn. drew approximately 350 appliance dealers to Chicago during the second week of the market. At the end of the three day session it was generally conceded that the meeting had been the most successful in the history of the organization.

During the meeting Mort Farr of Upper Darby, Pa., was elected president of the group, succeeding James Lee Pryor of Wilmington, Del. A second important personnel change was the appointment of A. W. Bernsohn as managing director. He succeeds Clifford Simpson who resigned last summer. Larry Olson of Moline, Ill. was elected a director. Phil Urner of Bakersfield, Calif., and H. B. Price, Jr., of Norfolk, Va., were named vice-presidents, K. J. Stucky and M. E. Brundermann were re-elected treasurer and secretary respectively.

**What's Ahead.** H. L. "Red" Clary, vice-president, Norge division, Borg-Warner Corp. undertook the task of predicting what's ahead for the appliance trade. Among his conclusions:

"Merchandisers can take three views of what 1951 will bring. First, things can get worse. You should know what to do under war conditions. Know your break-even point. Have a good service department, and not a hole in the wall. Own the proper equipment and have technicians. Be able to perform rebuilding and resale operations.

"A second approach can be: Things will be some better. Confidentially, experts feel that the refrigerator market couldn't absorb the same amount of merchandise which was sold in 1950. Under normal conditions a 25 to 30 percent drop would be logical in refrigeration. Some of the things you should get better control over are skill in hiring salesmen, window displays, mass demonstrations, advertising, outside selling, handling promotion material, and traffic pulling stunts.

"A third possibility is that things will remain as at present. Under these conditions any man can survive. There is a difference between being a merchant and keeping store. A merchant knows that he can be depended upon to give satisfaction. You should develop a loyalty for your product. The longer it is sold in your community, the more the brand name is worth to you."

**Credit Side.** W. Y. Rahn, vice-president, Commercial Credit Corp., told NARDA that his house had financial arrangements with 183 manufacturers and that his house had no fear of wholesale financing, in case the merchandise consisted of nationally advertised brands. It was giving dealers twice as much credit as two years ago. To be eligible, dealers could not operate out of their homes, must carry stock and



A. W. BERNSOHN

have a net worth above liabilities. However, CCC does not base credit on net worth, but on whether the dealer is able to buy his repossession.

H. B. Price, Jr., Norfolk, Va., said that confidence is the chief ingredient in all business. It is more important than the balance sheet. Dealers learn to get along with customers and suppliers, and study the financial end last. In dealing with the local banker the dealer should supply adequate information, should not inflate items, should keep good accounting records, meet obligations promptly, and, if he can't do it, talk to the banker. The dealer should anticipate a source of credit in time, and ask his banker's advice. He should learn the finance company's language. He should not try to do more business than his capital justifies.

C. M. Davidson of Miami suggested that the bad feature to floor planning is borrowing money for merchandise with a time limit. With the bank you can buy with no time limit, which is something you cannot do with a finance house. His firm has a policy of borrowing on warehouse receipts. It gives the bank a list of merchandise in the warehouse, and the bank releases it bit by bit as it is sold.

**Ideas.** Most dealers come to the meetings to pick up some ideas. One of them was advanced by Richard W. Hintz of C. C. Collins & Sons, Madison, Wis. He said that commissions to salesmen are deferred until trade-ins are disposed of, which is a means of insuring the salesman's interest in used merchandise.

The profitable handling of servicing was discussed by R. D. O'Callaghan, Des Moines. He said: "The dealer that farms out his service is committing suicide." O'Callaghan also has radio telephones on trucks, and his men check in at the end of every call. The service costs \$30 to \$35 a month per truck, but it doubles the efficiency of the service men. "The charge that you should

(Continued on page 174)

## SPRING AD CAMPAIGN TO FEATURE VALUE

"Value" will be the keynote of the Hamilton Beach spring consumer advertising campaign which will be launched next month. "The \$37.50 price tag on the Hamilton Beach Food Mixer, with the juice extractor available at \$4.50 additional, has enormous appeal in this price-conscious market, so we are spotlighting it in our ads," said a company official. "Of course we also stress the 'easiest-to-use' theme and the traditional Hamilton Beach quality."

"Attention is also given Mix-guide, Bowl Control, and One-Hand Portability. On Mixette, the ads feature the appeal to housewives with limited kitchen space and stress the outstanding value of this item at \$18.75."

Publications in which advertisements will appear include Saturday Evening Post, Ladies' Home Journal, Better Homes and Gardens, American Weekly, Woman's Day, and Bride's Magazine.

## COLORFUL IDEA FOR FOOD MIXER DISPLAY



Color and action combine to attract all eyes to Hamilton Beach Food Mixers when this simple promotion is carried out. Put a couple of tablespoons of soap powder in some hot water—not too much—in the large bowl of the food mixer. Beat until it is creamy-smooth. Then add food coloring. Start mixer operating on display and you have a bowlful of beautiful color that keeps turning around, making prospects think of something good to eat and at the same time demonstrating the Hamilton Beach "ever-turning" bowl. Contents look like food, yet do not spoil. This simple idea has been used with powerful effect by many dealers.

## DEALERS APPROVE PRICE-PROFIT POLICY

Dealers who attended the National Housewares Show at Navy Pier, Chicago, January 18 to 25, were united in their approval of the Hamilton Beach policy of packaging and listing the Food Mixer and Juice Extractor separately. "There is a considerable resistance to the purchase of a juice extractor by

users of canned orange juice," said one dealer. "They would use the money for the purchase of another attachment such as a meat grinder. And when we make the sale of a meat grinder and power unit, our total sale is higher than when we sell the extractor." There was enthusiasm, too, for the Hamilton Beach profit margin of 38.18%, more than 2% higher than competitive mixers.

# Only HAMILTON BEACH gives you ALL Three!

## TOP MARGIN—TOP VALUE—TOP QUALITY

### Top Margin...

The chart shown here is eloquent proof that Hamilton Beach pays off. But check your price sheets. Prove to yourself that for margin, coupled with the quick turnover that means profits, Hamilton Beach is in a class by itself.

MIXER "A" PAYS	36.12% PROFIT
MIXER "B" PAYS	36.13% PROFIT
MIXER "C" PAYS	36.13% PROFIT
MIXER "D" PAYS	36.16% PROFIT
HAMILTON BEACH MODEL "G" PAYS	38.18% PROFIT

(Percentages based on List Prices, including tax.)

### Top Value...

Yes, Hamilton Beach gives your customers top value, too. At \$37.50 it's the best buy—best because it's the easiest of all food mixers to use regardless of price. And because it's easiest to use, it's easiest for you to sell.

### Top Quality...

When you sell a Hamilton Beach it stays sold. It doesn't come back to haunt you with service headaches—with adjustments that take a slice out of net income from the sale. Millions of satisfied users are proof that Hamilton Beach is tops in performance.

### Sum It Up!

Any way you look at Hamilton Beach it's good business. In quality, it's second to none. It gives your customers the most for their money. And it pays you more!



\*Prices subject to change without notice.



## HAMILTON BEACH Mixette

**AMERICA'S FASTEST-SELLING PORTABLE!** Since its recent introduction, Mixette has turned in some phenomenal sales records. Mixette hangs on the wall or fits in a drawer. It's the *only* 3-speed mixer offering *one-hand operation*. Most important, it's not a toy but a powerful portable that takes heavy mixing jobs in stride. In price, in performance, in smart black-and-silver packaging... it's a gift-item *natural*.

## HAMILTON BEACH Food Mixer

Hamilton Beach Co., Div. of Scovill Mfg. Co., Racine, Wis.

## END PRODUCTION ON NEW HAIR DRYER

Production on the new Hamilton Beach "Quick-Dry" Hair Dryer has been temporarily discontinued because of material restrictions, it has been announced by Fred S. Tuerk, Hamilton

Beach sales manager. The new dryer with its Adjust-a-Stand and Heat Control was meeting with excellent consumer acceptance, Tuerk said, and the decision was made with reluctance. "But our distributors and dealers who were consulted agreed it would be better to put the material available under control orders into other appliances with established demand."



**what's  
cooking?**



## 6,000,000 MEALS!

*Household families are the three-meals-at-home kind*

Breakfast, lunch, dinner, all prepared at home. That's how it is in Household communities (small cities and towns under 25,000)—and that's how it is with more than 2,000,000 Household families.

Food conscious, they want the *best*—and whatever it takes to prepare it. Ranges, refrigerators, mixers, freezers. Hesitate over big purchases? Not they; 76% own their own homes!

Big homes, too, so there's lots going on besides cooking. Lots of cleaning... sewing... washing. So much, in fact, that Household families buy more than a *million* major appliances a year!

Household guides their buying with regular articles on home activities—plus appliance features every month. *Home* editorial, for *home* families, in the *home* towns of America. Your products can't miss hitting home in

## HOUSEHOLD HITS HOME

HOUSEHOLD *magazine*

Capper Publications, Inc.  
Topeka, Kansas



## NARDA MEETING

CONTINUED FROM PAGE 172

make a customer for service is double the amount of money you pay the service man. You should get your repair jobs on a production line basis."

**Low Saturation.** A panel devoted to the money making possibilities on low saturation products introduced Dodge Barnum, president of Domestic Sewing Machine Corp. Thirty years ago, he said, sewing machines were like noses; everyone had one, and the country was 85 percent saturated. Today the modern machine has only a 20 percent saturation.

C. H. Rippe, Jr., Hamilton Mfg. Co., said that the dryer saves 20 eight-hour days a year for the housewife. It is a clear sale, has no trade-ins, no competition from other items. It has the lowest service cost of any appliance on the market and offers dealers a full margin. From 88,000 dryers in 1947, the sales have jumped to 300,000 in 1950. To sell it, said Rippe, put the dryer in the show window, run a live demonstration, use the user and put in free home trials.

Suggested Ralph Cameron of Hotpoint, Inc., in regard to selling dishwashers: Get a good make, get a plumber's assistance at a flat rate, get the utility to subsidize, as the load exceeds the electric range (due to the hot water heating), advertise a flat rate and installed price, demonstrate in stores.

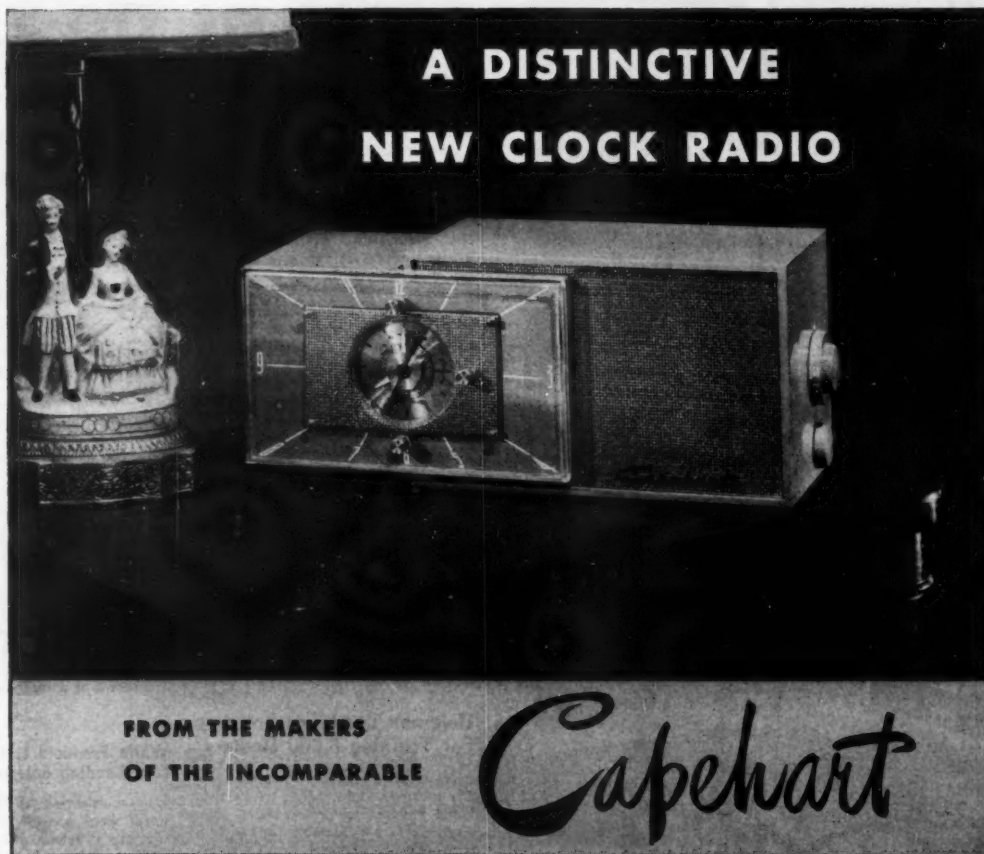
**TV Panel.** In the television panel, Dick Galvin of the Television Co. of Maryland, in Baltimore, stated that his firm has a seven-store operation, doing an annual volume of \$3 million. Four are in the Baltimore area, and handle television only. Three other stores, under other names, handle appliances and serve as outlets for reconditioned television sets taken in trade.

Henry T. Paiste, vice-president in charge of service for Philco Corporation, said that if he were a dealer he would sell a full year's service contract with every possible set, but that if he were a customer he would not buy unlimited service for longer than 90 days.

Walter Stickel, general sales manager, DuMont Laboratories, predicted that output of TV sets in 1951 would be cut from 40 to 75 percent, but that the combination of factors which is slowing up retail buying, might prolong the buyers' market throughout the year.

**More Ideas.** Frank Rogers, Rogers Appliance Center, Maumee, Ohio, told of his successful open house operation that drew 5,000 people to the store and resulted in immediate sale of about \$12,000 worth of TV and appliances. To be eligible for the prize drawing each customer had to fill out a card showing which major appliance the family planned to buy next. The card supplied leads good for the whole year. Robert Silk of Patrick & Silk, Newport News, Va., related how his firm bought each salesman a new suit, and permitted him to pay for it by credit on extra sales. R. A. Snook, Charlotte, N. C., said his firm's advertising ran 2½ percent of sales, direct sales cost was 8.1 percent, and the firm made a net profit of 11.1 percent out of the gross of 34 percent, before income taxes.

## A DISTINCTIVE NEW CLOCK RADIO



FROM THE MAKERS  
OF THE INCOMPARABLE

*Capehart*

### Timed to help you wake up THOUSANDS OF NEW CUSTOMERS!

This new versatile clock radio with appliance switch will start your coffee perking the minute you wake up—turn on the electric blanket half an hour before you go to bed. Waken you with a stirring march and sing you to sleep

with a dreamy lullaby. The Capehart clock radio—a tireless personal secretary—does all these jobs and many others, too. Glamorous plastic cabinet has distinctive gold-finished grille—clock is luminescent.

Here in this worthy addition to a famed line is superb tone... and an accurate and handsome timepiece. Yes, this Capehart clock radio is so good looking... and so useful for timing electrical appliances... hundreds of your customers will want it not only for bedroom and kitchen use but also as a household companion throughout the day.

Everything is being done to launch this great new item. Sales-stimulating, four-color, full page ads in *The Saturday Evening Post*, *Life*, *Holiday*, *The New Yorker*, *Better Homes and Gardens*, *Look*, *Sunset Magazine* and *Newsweek* will announce its appearance next month. Your Capehart distributor is ready with bell-ringing displays and powerful local advertising. See that your stocks are adequate! Cash in on this huge promotion! It's your big chance for profit!



**CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana**

*An Associate of International Telephone and Telegraph Corporation*

### INCOMPARABLE FEATURES

*Add them up!*

**Appliance Switch.** Outlet for electrical appliances is located at the back of the receiver. When the appliance is plugged in and alarm set, appliance is automatically turned on.

**Radio Alarm.** Four functions possible: 1) Radio turns either on or off at time selected. 2) Radio operates independently of clock. 3) Buzzer alarm operates independently of radio. 4) Buzzer is set to operate seven minutes after radio comes on to awaken especially sound sleepers.

**Cabinet.** The handsomest, most original design for table top radio in the history of the industry! Grey plastic cabinet blends with any color scheme.

**Smart.** Modern clock face in clear plastic. Luminescent hands. Control knobs in brushed bronze finish. Distinctive perforated grille in gold color finish.

## Choose CADILLAC the dirt-hungry VACUUM CLEANER

- Powerful motor gives 'em SUPER suction.
- Extra wide floor nozzle means faster pickup, saves cleaning time.

2 SPEEDS  
High for floor coverings  
Low for delicate fabrics

Do use  
beating-cleaning  
brush model  
Do use  
cylinder  
type mop

See them demonstrated—the efficient cylinder type Cadillac, and the motor-driven-brush model with exact nap adjustment. Write for name of nearest Cadillac dealer today.

**CADILLAC**  
Revolving Brush and Cylinder  
VACUUM CLEANERS

Since 1911,  
sold only  
by reliable  
dealers

CLEMENTS MFG. CO.

6605 S. Narragansett Ave., Chicago 38, Ill.

saving side alone. One Oregon orchardist  
... ..

Ad appearing in leading  
homemakers' magazines.

**Hundreds of vacuum  
cleaner prospects—right in your  
trading area—read about CADILLAC  
in leading national magazines**

What Cadillac advertising promises, you can prove, when you demonstrate Cadillac "upright" or cylinder cleaners. No other line offers your customers a better value in home cleaning. And no other line offers you so much profit opportunity—plus customer satisfaction that brings more business to your store.

**CADILLAC**  
Revolving Brush and Cylinder  
VACUUM CLEANERS

Display Cadillac... talk  
Cadillac... SELL  
Cadillac, the cleaners  
that give you and your  
customers more for  
the money.

**CLEMENTS MFG. CO.**

Dept. A • 6650 S. Narragansett Ave. • Chicago 38, Ill.

Since 1911, sold only by reliable dealers and distributors

## Sylvania Distributors Hold Buffalo Convention

Three major problems face Sylvania's radio and television division in 1951, Ward H. Zimmer, executive vice-president of the firm, told distributors during a two-day meeting in Buffalo mid-January. He listed the three as production space and facilities, materials and manpower.

"We are making such advance preparations to meet those problems as we can, pending government regulations," Zimmer said.

Arthur L. Chapman, vice-president and general manager of the radio and television division, told the distributors that "emergency conditions may interrupt our progress. They cannot interrupt our vision. We know that the greatest thing we can give our sales organization is better and better quality."

John K. McDonough, general sales manager of the division, and Bernard O. Holsinger, his assistant, explained sales and advertising plans for 1951 to the group. "The long term plan which the Sylvania management laid out nearly three years ago is still the blueprint, and although it may take longer under present circumstances to complete its structure, you have our positive assurance that it will ultimately be completed," McDonough said.

In addition to showing samples of the newspaper supplement advertising planned by the company in 1951, Holsinger gave a graphic presentation of the Sylvania television awards which the company hopes will contribute to improved television programming.

## Coleman Launches Program For Training 8,000 Dealers

A five-year dealer education program for reaching 8,000 retailers of home heating equipment began February 5, at the Heating Institute of the Coleman Company, Inc., Wichita, Kans.

Forty California and Nevada dealers were the first of some 1600 dealers who will attend sessions in 1951. Dealers are selected by the firm's 67 distributors, but the \$2 million program is financed jointly by the manufacturer and the distributors.

Stressing fundamentals of home heating, including the study of house construction, insulation, estimation of heat loss, heating layout and special installation problems, the program will combine the use of audio-visual aids, drafting tables, and cutaway models of heating equipment.

Special studies of sales training, sales promotion, and national advertising will be led by C. L. Burrows, national sales manager, after the installation and service school classes.

## Section on Home Freezers Added to Trade-in Guide

A new section on home freezers has been added to the 1951 trade-in guide published by the National Trade-in Guide Co. Formerly known as the NARDA Trade-in Guide, the book is now called the National Appliance Trade-in Guide. Over 7,000 models of refrigerators, electric and gas ranges, vacuum cleaners, washers and freezers manufactured by 66 firms are included in the book.

A TV data handbook containing the original retail prices of 800 receivers by 28 manufacturers is being offered to each purchaser of the trade-in guide. The guide may be purchased from the National Appliance Trade-in Guide Co., 20 N. Carroll St., Madison 3, Wis. Prices for individual copies are \$5. Quantity discounts are available.

## Chicago EWRT Announces Plans for First Workshop

A two-day workshop, March 30 and 31, at the Commonwealth Edison auditorium in Chicago will be the initial venture of the recently organized Chicago chapter of the Electrical Women's Round Table. The theme, "Electrical Appliances for Today's Living," covers a program which includes such well known speakers as Dr. Elaine Knowles Weaver, Adelaide Fellows, Ann Suter, Mary Webber, Margaret Davidson, Julia Kiene and others. The discussions will stress the importance of intelligent use and proper care of electrical appliances in meeting the exigencies of a wartime economy.

## White Products Honors Four Leading Salesmen

Four salesmen of White Products Corp. were honored recently at the company's sales meeting in Grand Rapids, Mich. H. A. Pendergraf, Max Wilson, E. A. Morfield and Les Lowme were honored for having exceeded their sales quotas. A. D. Vining, vice-president and general manager of the firm, told the group that the firm enjoyed the biggest year in its history in 1950.

## Julia Kiene Named To Head AHLMA Home Service Group

Mrs. Julia Kiene of Westinghouse has been made chairman of the newly-formed home service committee of the American Home Laundry Mfrs. Assn. She will coordinate the activities of home service directors of member companies and prepare programs for future laundering conferences.

## TV Thievery

Every week in big cities like Chicago three or four dealers lose both their trucks and television cargoes to fast-moving thieves—and in most cases the dealers themselves have made robbery easy. How TV thieves operate and the best ways to forestall them are covered in next month's issue—

**Beware the TV Thief!**



# Push the BIG Line that Pays off in Profits!



Again in 1951, Dormeyer will be the choice of smart dealers who are looking for steady profitable appliances to sell. Led by the spectacularly successful Mixers and Fri-Well, the nationally famous Dormeyer '51 Line is rounded out with the new Toaster, and the new Blender. Stock Dormeyer appliances. Your customers, stimulated by the strongest promotional program in the company's history, will be asking you for "DORMEYER."



**The "Toast of the Town."**  
Dormeyer's Toastmaker. Beautifully designed in satin chrome . . . automatic electric timer and rewarming device. The Dormeyer Toastmaker Model 6500.

I'll take the New Dormeyer Blender and Toaster for added business!



Dormeyer's big, beautiful new blender. The appliance with hundreds of new uses—with hundreds of new sales possibilities. For added business . . . add the Dormeyer Blender Model 5900 to your '51 plans.



Capitalize on America's latest cooking craze with America's finest deep fryer—the Dormeyer Fri-Well. Here's the biggest potential in the appliance field. Plan now to get your share with Dormeyer's Model 5800 Fri-Well.

Dormeyer Fri-Well—sure to be 1951's most exciting best seller!



Dormeyer's famous mixers beat all for steady best selling!



This is Dormeyer's amazing, popular "Meal-Maker." Electric grinder and built-in power unit included at no extra cost. Price appeal with all the power and promotion of Dormeyer behind it. A "Staple" in your appliance plans. The Dormeyer Model 5000 "Meal-Maker."

First and still the finest in the field . . . Dormeyer's famous Model 4200 Food-Fixer complete with built-in power unit . . . first to introduce the electric grinder at no extra cost . . . asked for by name by all who want the best. Dormeyer Model 4200 Food-Fixer.

## DORMEYER

*the Buy-Word in Appliances*

Dormeyer Corp., 4300 N. Kilpatrick Ave., Chicago 41, Ill. • Fox Agencies, Ltd., Fort Credit, Ont.

# THIS Robertshaw. THERMOSTAT



**AUTOMATICALLY REGULATES  
DRYING CYCLE BY**



**AMOUNT OF LOAD AND**



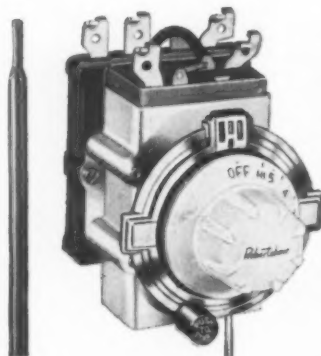
**MOISTURE CONTENT**



**TO PRODUCE DESIRED DEGREE  
OF DRYNESS EVERY TIME**



All the user does is set the dial and push the starter button. The control then takes over—and here's what happens, *automatically*:



1. Both the heater and the motor are energized
2. Amount of moisture and weight of clothes scientifically determine length of time dryer operates
3. Control cuts heat switch when correct internal temperature is reached, but —
4. Motor continues to run until all stored heat in drying chamber has been utilized
5. Control economical to install. Write for information.



**SINGLE UNIT CONTROL  
OF  
MOTOR — TIME — TEMPERATURE**

In Home and Industry, EVERYTHING'S UNDER CONTROL



**Robertshaw**  
THERMOSTAT DIVISION  
ROBERTSHAW-FULTON CONTROLS COMPANY  
YOUNGWOOD, PENNSYLVANIA

## Westinghouse Shows New TV Line



**PLAQUES** for winning distributor sales activities last year are handed out by F. M. Sloan, manager of the Westinghouse television-radio division, during eastern showing of 1951 lines in New York. At left is R. T. McLaughlin, Jr., of Superior-Sterling Co., Bluefield, W. Va.; at right is Eric Hall, district manager of Westinghouse Electric Supply Corp's central New York state district. (See story on page 170.)



**DURING INTERMISSION** Harry Stein and Jules Smith of Davega Stores visit with E. B. Ingraham, president of Times Appliance Co., Inc., Westinghouse distributors in New York.



**RADIO-TV** sales manager J. F. Walsh shows Eastern distributors a 17-inch console model.

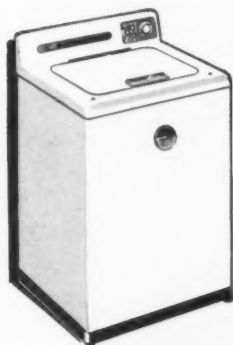


**SALES PROMOTION** manager F. S. McCarthy shows newspaper mats for "Studio One" tie-ins.



**The new and different 2-door Frigidaire Imperial  
has THREE kinds of cold —  
each with its own refrigerating system!**

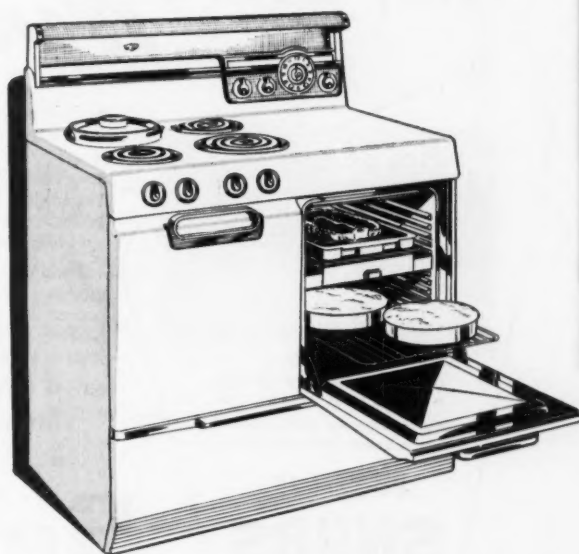
1. **Food-Freezer Cold in Locker-Top.** Locker-Top, with separate door, holds 73 lbs. of frozen food. Constant Food-Freezer Cold gives safe protection for weeks on end.
2. **Super-Safe Cold in Food Compartment** is provided by Frigidaire Refrig-o-plate. Also provides positive moisture control and automatically defrosts itself without attention. Foods don't change temperature during defrosting.
3. **Super-Moist Cold in Hydrators** keeps fruits dewy-fresh—vegetables crackling crisp. Frigidaire's famous Cold-Wall system of chilling coils in the cabinet walls provides a constant flow of moisture-laden cold.



**The Frigidaire Automatic Washer** gets clothes really clean—thanks to exclusive Live-Water Action. Sensational Select-O-Dial makes this washer fully automatic. Electric Clothes Dryers and Ironers round out this popular line.



**Dependable Frigidaire Food Freezers** offer quality construction throughout. Top features include counterbalanced lids, automatic interior light, warp-proof all-steel cabinets, wrap-around coils for proper temperature, and automatic signal light. Powered by the famous Meter-Miser.



**The amazing new "Wonder Oven" Range** is the biggest news in the industry. Permits the preparation of different foods at different temperatures at the same time in the same oven. You can pair up biscuits with a cake, rolls with a roast. Easily converted into huge single oven. It's a new leader in Frigidaire's new line of ranges, including the "Thrifty-30"—biggest little range in the world.



# **Frigidaire America's No.1 Refrigerator**

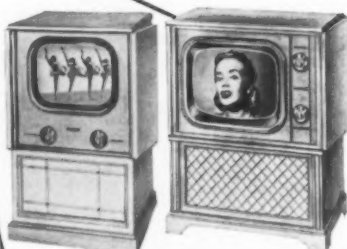


# Blanket your Market with Sentinel!

a COMPLETE 12-model line for 1951...

every number a

## Winner!



Left—Mahogany Model 431-CVM;  
in colorfast blond, Model 431-CVB.

Right—Mahogany Model 435-CVM;  
colorfast blond, Model 435-CVB.

Sentinel TV  
**SNUBS**  
Service Calls!

Strictly business for '51—A sanely balanced line of fast selling models that upholds Sentinel's quality reputation—*snubs service calls*, to cut your costs—gives 92.7% of your potential market exactly the kind of sets it wants, thereby maintaining your volume. And, at a price level that brings you profit, prestige and quality.

From the splendid performance of 17" table models to the rich dignity of superbly styled and crafted 20" consoles. All competitively priced. Sentinel is geared to your prospects' desires. *And to your own!*

Call your Sentinel distributor NOW... or write direct to

**SENTINEL RADIO AND TELEVISION**  
EVANSTON, ILLINOIS

# Sentinel

## Television

### First "Conservation" Video Sets Shown

The radio-TV industry last month took the first big steps toward conserving scarce materials without hurting production.

Philco Corp. showed a new TV receiver which eliminated entirely the use of cobalt and reduced the amount of aluminum needed by 68 percent, silicon steel by 58 percent, ferrite by 51 percent, copper by 26 percent and nickel by 15 percent. Company officials emphasized that the new set was not an "austerity" model but a completely re-designed unit. President William Balderston said the new chassis had already proved "superior to existing designs in field performance tests."

At the same time, RCA turned over to the industry the results of an eight-month program on conservation of critical materials. Outstanding among the RCA engineering developments announced were the development of a new electro-static focus television picture tube and the redesign of loudspeakers for both TV and radio. Complete information on the RCA program was made available to the industry in a RCA Industry Service Laboratories report, "Conservation of Critical Materials."

Philco also announced that it would make full information on its new receiver available to all manufacturers. Among important features in the new set are: more efficient and economical deflection circuits, a new power supply which eliminates the usual heavy power transformer and an electrostatic-focus picture tube.

### EEL Sales Conference Set For April 2-5 in Chicago

The 17th annual sales conference of the Edison Electric Institute will be held at the Edgewater Beach Hotel, Chicago, from April 2 to 5.

The first day will be devoted to sessions on home service while sectional meetings on residential, farm, commercial and industrial markets will occupy Tuesday, April 3. General sessions are scheduled for April 4. The conference will close with a luncheon on April 5.

### Honored by Distributors



**ROSS SIRAGUSA**, president of Admiral Corp., and **L. G. Miller**, right, general sales manager of the Kane Co., Cleveland, inspect a plaque presented to Siragusa by the company's 82 distributors for his industry leadership.



An attractive store front with well-planned window displays often turns "window shoppers" into customers. Windows of well-placed representative merchandise just naturally invite customers into the Glenmont Home Appliance Company.

**Domestic...**  
*"good will,  
 more profits,  
 and fewer  
 headaches"*



At the Glenmont Home Appliance Company every sewing machine customer is urged to try a Domestic herself . . . a big step in a sewing machine sale. Then, a few simple "sewing examples" help clinch the sale. Here, George Priesing, representative from Main Line Cleveland, Inc., Domestic Distributor in Cleveland, points out a Domestic feature while Glenn LePrevost looks on.

GLENVILLE 0652

**GLENMONT HOME APPLIANCE CO.**  
*"Everything Electrical For The Home"*  
 GAS RANGES AND GAS REFRIGERATORS  
 10634 ST. CLAIR AVENUE  
 CLEVELAND 8, OHIO

November 16, 1950

Mr. A. E. Bagley  
 District Manager  
 Domestic Sewing Machine Co.  
 Cleveland 1, Ohio

Dear Mr. Bagley:

In answer to your inquiry about our success selling Domestic Sewingmachines, let me say that we added sewing machines to our other appliance lines four years ago. I must admit we did so with a certain amount of reluctance. We had never sold sewing machines and we knew nothing about them. Now, we know they are no harder to demonstrate and sell than any other appliance.

At first, we handled several brands of sewing machines, in fact almost any make available. However, we soon found that Domestic's higher profit margin, plus its trouble-free service, left us with both more satisfied customers and a greater net profit. Since that time we have gradually liquidated our stocks of other machines in favor of Domestic. Believe me, it pays to handle an American-made machine like Domestic . . . with good will, more profits, and fewer headaches.

The name, Domestic, we find, also attracts new customers to our store . . . customers who often buy other appliances as well as Domestic. Your national advertising is doing a grand job of acquainting people with Domestic and your excellent point-of-sale materials make it much easier to sell Domestic.

Yes sir, Mr. Bagley, we'll stick with Domestic. We think it's the best sewing machine value we can offer our customers. Domestic profits throughout our four years experience indicate that they seem to think so, too!

Yours very truly,

*Glenn Le Prevost*

Mr. LePrevost knows from experience what every sewing machine dealer can learn . . . a Domestic sale is a *full profit* sale . . . with a profit margin usually exceeding that of any home appliance. Service demands and yearly model headaches are virtually non-existent.

As to market potential . . . 4 out of every 5 women are prospects . . . a recent "Wage Earner Forum" survey reveals more families expect to buy a sewing machine *next* than *any other* home appliance.

You can be sure Domestic will attract *new* customers to your store . . . customers who buy *other* merchandise besides Domestic. Ask your Domestic Distributor to *show* you just how much Domestic can add to *your* business . . . or write Domestic Sewing Machine Co., Inc., Cleveland 1, Ohio.

**Domestic**  
**SEWMACHINES**

*A Product of American Free Enterprise . . . Built by Skilled American Craftsmen.*

**SOLD AND SERVICED BY MORE DEALERS THAN ANY OTHER MAKE OF SEWING MACHINE**



380 Automatic Iron



2125 Hot Plate



680-17 Toaster with Tray

**THE LINE OF  
LEAST  
RESISTANCE**

**the new MAGIC MAID  
TOASTER sensation...**





805 Automatic Heating Pad



9182 Combination Sandwich Grill and Waffle Iron



334 Automatic Iron



C612 Automatic Pop-Up Toaster



710U Heater

**Styled to Sell**

**Priced to Sell**

**and Packaged to Sell**

**SON-CHIEF**

*Electric Inc.*

WINSTON-SALEM, N.C.

## New York EWRT Chapter Opens Sixth Annual Workshop

**What's New Electrically, How an Appliance Is Born, and What to Do in an Emergency are topics of first lesson**

The sixth annual workshop conducted by the New York Chapter of the Electrical Women's Round Table got under way at the G-E Auditorium, 570 Lexington Ave., New York, January 31st.

This first in a course of four full-day lectures was divided into two parts: The morning session with Florence Wren, Public Service of N. J., acting as chairman and Jean Paul, Rockland Light & Power Co., co-chairman was devoted to electrical living at the community level, with emphasis on what women in industry can do in a community in case of an emergency.

Elso Wending, specialist social service, British Information Service, New York, told from England's experiences in the past war, how to get the most out of available facilities in a crisis.

A. A. Ashforth, sales engineer, Ershler & Krukin, Bayonne, N. J., gave some invaluable information on "Planning Kitchens for Community Use."

And Mary De Garmo Bryan, professor of Institutional Management, Teacher's College, Columbia University, outlined basic rules for "Cooking for the Crowd."

The afternoon session, under chairmanship of Charlotte Conway, *House Beautiful*, and Ruth Marie Jensch, co-chairman, was given over to what's new electrically.

Pamela Anderson, *Good Housekeeping*, fresh from a visit to the January Chicago Markets, outlined new and improved products available for the kitchen in 1951.

Eloise Davison, American Home Laundry Manufacturers' Association consultant in discussing "Important New Developments in Laundry Equipment" said, "Color is creeping in. One manufacturer said if titanium, an important ingredient of white enamel, becomes critical, colored equipment may follow. And already, as the laundry moves up out of the basement, there is more demand for colored laundry equipment." According to Miss Davison, dryer manufacturers showed greatest ingenuity this past year, with improvements in lint collection, better venting devices for existing machines, plus the introduction of an entirely new principle in

dryer operation which condenses lint laden steam and carries it down the drain.

"Easier rinsing adjustments to suit all conditions and fabrics, more flexibility in cycles, and better water adjustments for different load sizes are to be found in most new automatic washers," she said. "Materials, inside and out, are also changing to replace critical metals," Miss Davison added. There were few basic changes to be found in ironers.

**How Appliances Are Born.** There are three spheres of influence which must work together in the creation of every new appliance, according to Arthur N. Bec Var, director, Appearance Design Division, General Electric Co., Bridgeport. "These three spheres are the creative engineer, the consumer and the designer. And all three must work together at some stage in product development if the appliance is to be right."

"While large manufacturers are frequently accused of ignoring consumers, and of living in a 'man's world' when designing electric products, such is far from the case at General Electric," he added. "Rather, thousands of consumers are constantly being surveyed to determine what they want in everything from a cleaner attachment to an automatic ironer. And in addition, a test panel of 2000 members, mostly married women with families, regularly and voluntarily give opinions on existing products, and advice on projected models."

The 1951 Workshop for Electric Living, sponsored by the New York Chapter of the Electrical Women's Round Table, is headed up by Doris Anderson, Extension Service, Rutgers University, New Brunswick, N. J. Her assistants on the Educational Committee are Jean Vela, Albert H. Vela Co.; Mary Pease, General Electric Co.; Kathleen Carscadden, Public Service Electric & Gas Co., Newark; and Virginia Carr, *Ladies Home Journal*.

"Care and Repair of Existing Appliances" is the topic for the February; "Urban and Suburban Electrical Living," March; and "Equipment for Food Preservation," April.

## Prospects for Ranges

How would you like to get so many new bona-fide range prospects every week that it took the full time of four salesmen just to cover them all? Roy Rick does it in North Hollywood, Calif., with a weekly radio show-cooking school that sounds expensive but costs little. How? You'll find all the answers in next month's **ELECTRICAL MERCHANDISING** under the title

**100 New Range Prospects Every Week**





**BIG** job ahead?



See why Better Homes & Gardens—with 3½-million circulation—is not only one of the 3 BIGGEST man-woman magazines, but is ESPECIALLY BIG in natural buyers of what you sell!

### **BH&G is BIG** in home-builders!

7 out of 10 families building new homes read BH&G. Is there a better time to sell them refrigerators, ranges, freezers, washers, or any other major appliances?

### **BH&G is BIG** in home-life!

8 out of 10 BH&G families—almost 3-million of them—own their own bigger-than-average homes—and do a lot of entertaining. Can you imagine a greater need for every kind of labor-saving home appliance?

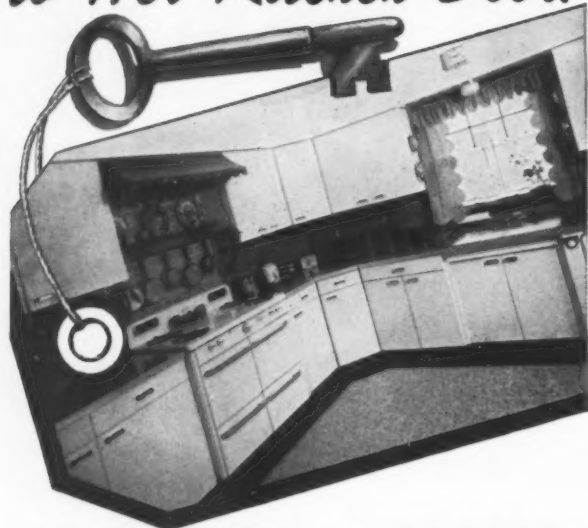
### **BH&G is BIG** in family income!

BH&G's 3½-million selected families live in the better homes in the better parts of town. They have the *income* (as well as the need) to buy more of what you sell!

So it's easy to see what a big boost to your selling efforts a campaign in BH&G can be. It *pre-sells* your natural prospects today—and primes them for tomorrow!



## Here's Your Key to Her Kitchen Door!



### MENGEL *Wood* KITCHEN CABINETS OPEN WAY FOR COMPLETE SELLING JOB

Use kitchen cabinets as the key to create new customers, more sales. More women want modern kitchens than any other home improvement. Sell the housewife on the step-saving, time-saving advantages of Mengel Cabinets and you create a perfect prospect for a dozen appliances.

Mengel Kitchen Cabinets appeal to women on two counts—(1) they are made of *wood*, the material preferred by 8 out of 10 women; (2) they are smartly designed and sturdily built by "Mengel," a name your customers know.

For you, the dealer, Mengel Wood Kitchen Cabinets offer a profitable item carrying a furniture mark-up. Their sale involves no trade-ins—can still be financed on 10% down and 30 months to pay—and because they're wood, Mengel Cabinets will continue to be readily available. Mengel's complete line enables you to service every prospect regardless of need or budget.

Write, today, for all the facts, including name of your distributor.



Cabinet Division, Dept. EM-3

1122 Dumesnil St., Louisville 1, Ky.

Gentlemen: Please send me complete information about Mengel Kitchen Cabinets. I am a ☐ builder, ☐ distributor, ☐ dealer.

Name

Firm

Street

City

State

## Saving the Dealer's Back

CONTINUED FROM PAGE 59

permit one man to do the work of three.

One capable of picking up 1,000 lb. loads will cost about \$3,000, complete with battery and charger. It is too expensive, therefore, for smaller dealers to own.

There is no data to show how much damage it will eliminate in the handling of merchandise.

C. S. Galberry of the Industrial Hand Equipment Co., Chicago, relates that fork lift trucks have actually been on the market about 35 years. Today there are nearly a dozen manufacturers such as Mobil-lift, Mercury, Baker, Roth, Buda and others. Also there are adapters that can be used on tractors and Caterpillars to do this sort of chore. A cousin is the high lift truck employed by builders.

Mr. Galberry feels that it takes about a \$500,000 volume a year in appliances to enable a fork lift truck to pay off. For smaller dealers he advocates portable elevators, retailing for \$165 and thereabouts, for stacking appliances.

### The Portable Elevator

The portable elevator table is hand operated by one man, has a platform that will start at six in. above the floor, lift a 1,000-lb. load up 68 inches. Size of platform runs from 24 to 26 inches. It is particularly valuable with dealers who have limited warehouse space and need to stack merchandise.

### The Lift Gate

Lift gates—popularly called tail gate elevators—came on the market sometime about 1943, and today there are about nine brands. It is estimated that from 35,000 to 45,000 are in operation.

The toughest job a dealer encounters comes when he heaves an appliance into a truck. It is a dead-weight-lift calling for the full strength of two men. If he has no loading dock—and few firms have—it frequently demands three men's time to hoist stuff aboard.

Time—\$5 to \$10 a day for a man—is the stuff that is saved by use of a tail gate elevator.

H. L. Ekin of Cemco Industries declares that it takes around 30 minutes to move a refrigerator from the store door to the truck body by two men lifting or skidding it from the ground to the truck floor. Time required with a tailgate elevator, using only one man and a hand truck would be 12 minutes. (Estimate based on 8-hour day).

If the truck is a standard 1½- or 2-ton type, the floor level will be 39 to 45 in. off the ground. For two men to lift 350 to 500 lb. a heave is required that goes beyond the safety limits.

Tail gate elevators can cut down the number of men on a truck to one, with most appliances. They can handle more loads per day.

They deliver the goods in rush operations. C. L. Morkel, Galion, Ohio, Westinghouse dealer, relates that once he got 22 refrigerators delivered on a truck on one order. But he did not have enough manpower to handle that many units at one time, so he sent out to beer parlors and other loafing places to round up some help. Getting this assistance called for two hours of time, and with the help of four people the unloading job took a half day. The truck driver also lost a half day. With a hydraulic tailgate lift, and a hand truck, he estimates that two men could have done the unloading of 22 refrigerators in one hour.

Tailgate lifts can be attached to any standard truck, and may be removed when the truck is traded in. In short, it can be depreciated as fast as the truck, but actually will outlast a half dozen trucks. The device costs slightly above \$500 with \$100 for installation.

### The "Dolly" or Hand Truck

Modern appliances are frequently built flush with the floor, and are consequently hard to handle. The rounded corners add to the difficulty.

(Continued on page 186)



"HENRY, DO SOMETHING! THEY KEEP TURNING IT OFF!"

ANNOUNCING...THE ULTRA-NEW

# Admiral



321K49... Modern Silver Fox



321K46... Period Mahogany



321K47... Modern Blonde



## Tele-bar...WORLD'S MOST LUXURIOUS 20" TV COMBINATION

For those who entertain regularly... the Tele-bar! This exclusive Admiral creation is an indispensable aid to gracious living... combining 20" television, Dynamagic Radio, and 3-speed record playing... plus a luxurious built-in bar.

Tele-bar is both beautiful and practical. Its exquisite, hand-rubbed, liquor-proof cabinet provides a place for everything. There's a stainless steel mixing tray, liquor-proof serving shelf, "empties" compartment, racks for 32 glasses, and room for over 30 bottles. Custom quality construction throughout.

Available now in period mahogany, modern blonde, and the new ultra-modern Silver Fox styling. Production is limited, so we suggest immediate contact with your Admiral distributor.

\*Ask your distributor to show you how "Smart Set," Admiral's colorful new home service magazine, can build sales for you!

ON TELEVISION—"Stop the Music," ABC, Thurs., 8 PM, EST... "Lights Out," NBC, Mon., 9 PM, EST



# P

-for Pantryette®  
-for Popular  
-for Profits!



## P

OPULAR is the word for Pantryette®

—Morton's exclusive all-steel wall cabinet with translucent *sliding glass doors*, sloping front curved at top and bottom, and "inside-outside" lighting! Sell a Pantryette with every sink, range and refrigerator—or singly, as an ideal "starter piece" toward later complete modernization on the Morton "Add-a-Unit" plan! Pantryette means *extra sales—extra profits*. Nine sizes—18" to 66" wide.

### THE MORTON DEALER FRANCHISE... WHAT IT MEANS TO YOU

- |   |   |
|---|---|
| <p><b>1 Exclusive Merchandise:</b> Only Morton makes Pantryette, Rotashelf and other matching standardized units.</p> | <p><b>2 Selective Distribution:</b> No unnecessary competition; ample markets for franchise dealers.</p>      |
| <p><b>3 Unit-Sale Program:</b> Geared to modern-kitchen needs of women on modest budgets.</p>                         | <p><b>4 Low Inventories:</b> A few standardized units are all you need for ample display and quick sales.</p> |

See your Kelvinator distributor—he handles the Morton line.

MORTON MANUFACTURING COMPANY  
5125 West Lake Street, Chicago 44, Ill.



## Saving the Dealer's Back

CONTINUED FROM PAGE 184

So into the picture has come a long, rangy hand truck, with handles, pneumatic or soft rubber tires, and often a Caterpillar track for slipping stuff upstairs.

Delivering a refrigerator or freezer was a three-man job until this modern hand truck came along. Now, thanks to its long, narrow back, extra leverages can be put on appliances and two men can do the job.

Deliveries can be made through front doors without damage to carpets and it is easy to set appliances in place without scarring linoleum, tile or varnished floors. This does much to set dealers' minds at ease.

In fact, after an appliance leaves the delivery truck, this dolly makes it simple to transport merchandise over soft lawns and over curbs without damage. In rural or suburban homes appliances often must be hauled by hand for spaces of 50 to 100 feet.

The former method of delivering appliances was in the crate in order to avoid damage in transit. As a result, crating lumber, excelsior and packing material were strewn over a customer's premises, much to his disgust. Concealed damage was revealed at this time, making replacements and extra hauling a necessity.

Round appliances such as water heaters were easily dented on sides during delivery until rounded adaptor blocks came along.

Basement deliveries of heaters and home freezers were difficult, on account of lack of head room; new style dollies

handle them without it being necessary for a man to stand upright.

Chief value of hand trucks lies in the reduction of the cost of home demonstrations, as one man can take care of most deliveries.

### Protective Covers

So important is the matter of protecting the finish of appliances, that Admiral, General Electric, Crosley, Frigidaire, Kelvinator, Philco, Westinghouse, Servel, Gunnard Carlson and Iden & Co. have united in publishing a book on the storage and moving of refrigerators, under the signature of the National Furniture Warehousemen's Assn.

About 50 percent of the country's appliance dealers own pads, about three to six to a dealer. Pads made to cover a 10 ft. refrigerator can also be tucked over a six foot box.

They give the appliance two-fold protection:

1. From chilling when taken out of a warm warehouse into winter weather and back into a warm house (which may craze or check the finish).

2. From the danger of the finish being scraped, scratched or damaged during transport, an event that usually will cause the customer to reject the article. When this happens, another appliance must be hauled out, and the damaged one sold at a discount.

Old in the furniture business, pads for appliances are fairly new, and are being made by about twenty manufacturers in the United States. *End*

## Get a Service Rep

CONTINUED FROM PAGE 70

call on it. These cards then become a working prospect file for the sales force.

"The card shows the age of the appliance, its condition, what other appliances may be needed in the home and pertinent information about the customer," Turner reveals. "It is thus a matter of routine to check over the cards occasionally and to pull out and assign to different salesmen the likely looking prospects. The salesmen may call on the customer simply to ask about the performance of the equipment or to reassure the customer that service is available to him whenever he needs it."

### Stock Of Parts Heavy

The firm carries a stock of parts valued at approximately \$1,800 with enough variety to take care of almost any need. One important factor which has added considerably to the efficiency of the service department is the fact that the company's trucks carry at all times a supply of the most needed parts.

"This saves plenty of time,"

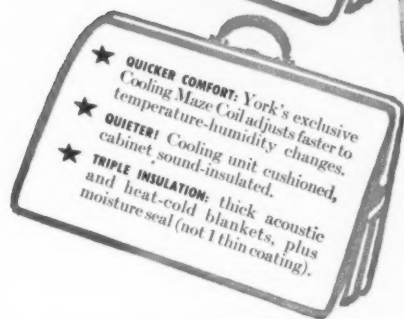
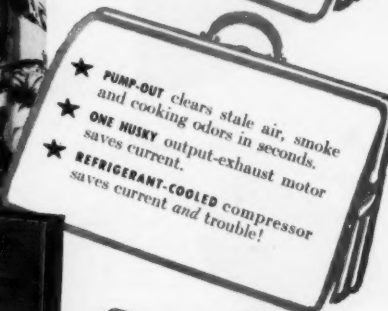
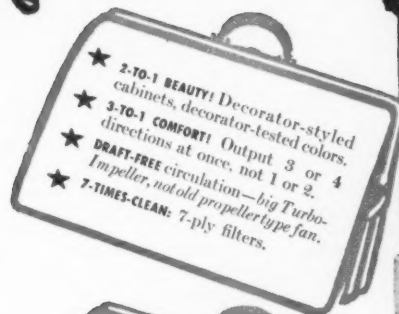
Turner points out. "You know the antagonism which is raised by plumbers and installation men when they constantly have to go back to their shops for wrenches, pipe, etc. We have found that the quicker a service job is done, the better the customer likes it—but it must be done right, of course."

And when Turner says "done right", he means exactly that. All service work done by the firm is handled by expert workmen and is guaranteed. If it were not, he says logically, then salesmen would not have the confidence to sell it and the word-of-mouth advertising would certainly backfire to the disadvantage of the company.

The firm, one of Pensacola's foremost hardware and appliance stores, does an annual business of half a million dollars, approximately 15 percent of which is in appliances. The owners, besides Haris, include T. A. Guthrie and P. W. Husted. The full Westinghouse line is carried as are Youngstown Kitchens and Ironrite ironers. *End*

# 15 Star Salesmen

make York Room Air Conditioners  
sell themselves for you



**ONLY YORK**  
can give you all these  
**STAR-SALES FEATURES**

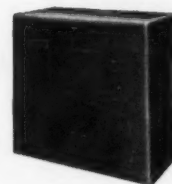
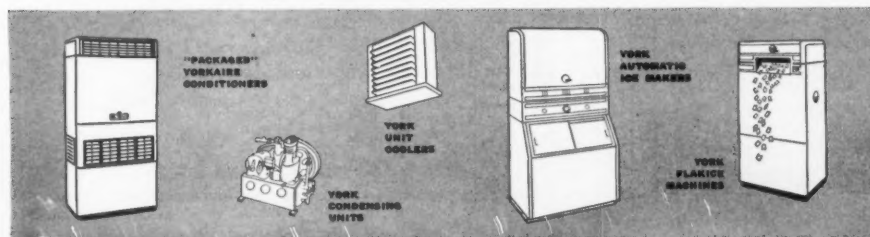
**PLUS** dealer backing that puts you out in front! Greatest name in air conditioning, with best nationwide service facilities behind you! Top advertising and selling helps! A few franchises still open—check now with your York Distributor or York Corporation, York, Penn.



The big advances come from

## YORK

Headquarters for—Refrigeration and Air Conditioning



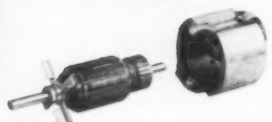
MODEL 151  
1 1/2 hp  
MODEL 201  
2 hp

**Step-Matic Control Cuts Costs** by turning on only one of the Twin Hermetically Sealed Refrigerating Systems whenever little cooling is needed—dehumidifies on "muggy" days without excessive cooling. This York model is easily adaptable to multiple spaces with a minimum of ductwork.

## You Can Feature Motor Dependability

*when the appliance  
is powered with a*

# Lamb Electric MOTOR



Small series universal motor parts specially designed for food-mixers and sewing machines.



Lightweight universal motor for portable devices requiring a self-ventilated, high-speed motor.



• Compactly designed turbine provides dependable operation for canister-type vacuum cleaner.

Now, more than ever, your customers want assurance of satisfactory service for many years in the appliances they buy.

Nothing will give them more assurance than to inform them that the appliances are powered with Lamb Electric Motors.

Because of their exceptional performance and dependability, Lamb Electric Motors are used in America's leading products.

THE LAMB ELECTRIC COMPANY • KENT, OHIO

THEY'RE POWERING AMERICA'S *Finest* PRODUCTS

## Lamb Electric

SPECIAL APPLICATION FRACTIONAL HORSEPOWER MOTORS

## Television as a Top Salesman

CONTINUED FROM PAGE 69

phases the three major achievements of selling by television: (1) actual working demonstrations to the largest possible mass audience; (2) bringing the store closer to the customers by familiarizing them with the owners, the sales staff, the products which the firm sells and the service it offers, and (3) selling more television sets.

"A demonstration by television can be as well done as a personal demonstration," according to Mr. Bumpus. "In addition, there are certain undeniable advantages. You reach the entire family, you are not diverted from the points you want to get across, and your customer is relaxed in an easy chair in his own home, ready for listening.

"By television, we bring the entire store into a home, instead of one salesman alone. The appliance is shown to best advantage in attractive settings and the model who stands by it suggests how a housewife would look and conduct herself in operating it. That makes a good selling picture any time."

In preparing for the big Bromberg show, demonstrations of appliances were carefully rehearsed beforehand in order to achieve maximum efficiency. By timing and rehearsing each participation in the demonstration, informality was obtained and effectiveness assured. Chosen representatives from Hotpoint, Westinghouse and Manning-Bowman served as the equivalent of "guest stars" and guaranteed first rate presentations of the appliances shown.

### Staff Participation Scores

The second point of achievement in Bromberg's program of selling by television—introducing its staff, its wares and its store—is undeniably an improvement over most of the methods now in use, such as running pictures of the staff, views of the store, or punch lines reading "Come in and look around." The big special show got

much better results by featuring its staff along with the models and singers. The four Bromberg brothers, owners of the store, stepped right into the program after their introduction, by welcoming the store audience, the television viewers at home, and the crowd which milled around the big "Telecruiser" outside the store. Members of the sales staff were in and out of the program frequently, impressing the audience that here were courteous, efficient salesmen in action, who knew their products and believed in them.

The third point in Bromberg's video selling program is based on logic. Since the process of watching a television set in operation probably is the best way of selling more television sets, Bromberg's saw to it that this angle was not neglected when the big show went on.

A wide variety of TV models was placed in the background of the big auditorium and sets were advantageously spotted about the auditorium and in the side listening rooms. At least a dozen sets were in operation on the floor, providing the curious with an opportunity to see the program as it was staged and as it was screened, simultaneously.

The cost of such a program as that staged by Bromberg's is high, of course. In addition to the actual cost of the television program itself, newspaper and radio ads were necessary to insure the greatest audience possible and a large number of free prizes went to lucky registrants at a drawing when the show ended. But the store owners believe they obtained more thorough and complete advertising than if a comparable sum had been invested in other advertising media. Too, the fact that television is comparatively new in the Birmingham area, and that the show was done on such an elaborate scale, resulted in considerable straight news publicity which did Bromberg's a lot of good.

End



"AND NOW IF OLD SLEEPYHEAD WILL GIVE BABY HIS FINGER, WE'LL SHUT OFF THE NOISY OLD ALARM CLOCK."





# KRESKY DEALERS RING UP ONE-FOURTH OF U.S. TOTAL OIL FLOOR FURNACE SALES



FOR FOURTH CONSECUTIVE YEAR  
KRESKY DEALERS HAVE "BEST SELLER"  
IN BIG 8-MILLION-HOME MARKET

25 per cent of the industry's national sales. That's the Kresky Story year after year. Such figures speak for themselves.

They're not surprising.

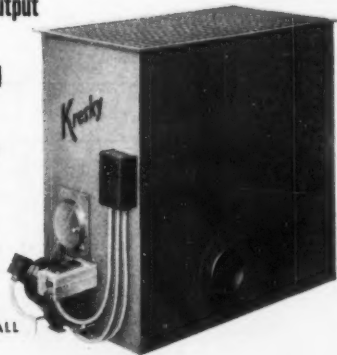
After all, Kresky pioneered the oil floor furnace. It marketed the first one ever sold in America.

Thanks to progressive engineering research, Kresky has never lost this original lead. Today — as always — "Kresky" means Sales Leadership in automatic oil floor furnaces.

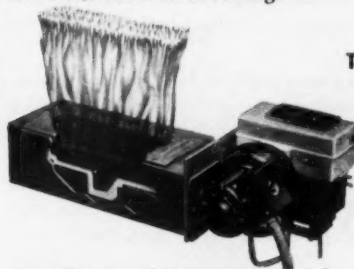
Heart of all Kresky Oil Floor Furnaces is the exclusive Kresky Forced Air Induction Oil Burner...the burner that revolutionized oil heating.

It has imitators. But none of them has *all* the features that make the patented Kresky burner what it has always been — the finest oil burner made. It's still unequalled for clean, low-cost, automatic oil heating.

40,000 to 112,800 B.T.U. Output  
Seven Models  
Automatic or Manual Control  
Easy to Install  
Floor or Dual Wall Registers  
A Major Home Appliance



KRESKY EVENHEAT MODEL...  
THE BIGGEST SELLER OF THEM ALL



THE ORIGINAL  
FORCED AIR  
INDUCTION  
OIL BURNER

Why not let a Kresky district representative blueprint your share in Kresky's ANNUAL QUARTER OF NATIONAL SALES PROFIT? If you'd like him to call, or if you want more information right away (or both!), just fill in and mail the coupon below.

**KRESKY MFG. CO., Inc.**  
2nd and H Streets, Petaluma, California



Actually *prove* this to prospects right in your store with Kresky's Burner Demonstration Kit. It puts a real "hay-maker" in your sales talk.

-----MAIL THIS COUPON TODAY!-----

KRESKY MFG. CO., INC.  
2nd Street, Petaluma, California

351-EM

- ☐ Ask your District Representative to call and pinpoint Kresky's market in my area.  
☐ Send me complete facts and figures on Kresky Oil Floor furnaces by return mail.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_



**This Little Box Helps  
sell the Big Ones!**



## **FROSTOFOLD - Frozen Food Containers . . tried and proven freezer selling tools - and extra traffic builders**

Prelined Frostofold Pint and Quart Containers provide the **quickest, easiest, most efficient way** to home package foods for freezing. That's why Frostofold is **approved** by Good Housekeeping—highly **recommended** by leading home economists and freezer manufacturers—**preferred** by millions of consumers! . . . And **that's why** it has proved to be such a practical freezer selling tool!

Frostofold combines a sturdy outer container, for mechanical protection, with a **built in inner liner**, to scientifically protect all kinds of frozen foods—also, pre-cooked foods of every type. Its rectangular shape saves freezer space, makes storing simpler. Let Frostofold help **you** show customers how easy it is to home package foods **properly** for the **most efficient** use of the freezer **you** sell!

Frostofold gives you a big **extra plus** in profits and store traffic by bringing women back regularly for repeat purchases of Frostofold packaging supplies. The full line of Frostofold materials also includes: A Complete Food Packaging Kit, Pint and Quart Polyethylene Bags, 6-lb. Poultry Bags and Stockinette. Order nationally advertised, consumer-preferred Frostofold materials **now**—through leading appliance distributors—or direct from The Interstate Folding Box Company • Middletown, Ohio



**IN A JIFFY  
FROSTOFOLD IS  
SET-UP AND FILLED  
NO FUSS-NO BOTHER  
NO SPECIAL  
EQUIPMENT**



**THE INTERSTATE FOLDING BOX COMPANY**  
Middletown, Ohio

## **The Dealer Can Handle the Multiple Sale**

—CONTINUED FROM PAGE 63—

installed is another occasion for checking. It is at this stage that the owner frequently enters the picture. Most of the building jobs these days are offered to the public at the time construction is begun and many are sold while still in the rough studding stage. Baack secures these names from the builders as soon as the sales contract is signed—and immediately gets in touch with the new owner. He may have some appliances but may be planning to acquire others. He is almost surely a prospect for an electric sink and dishwasher installation. He appreciates the opportunity of passing on the placing of cabinets and readjustment as necessary to meet his particular requirements.

### **Importance of a Warehouse**

Baack makes good use of his warehouse facilities at this stage. He is a firm believer at all times that the dealer who handles this type of job cannot depend too completely on his distributor for warehousing, but must be prepared to handle appliances and cabinets in quantity, storing them until needed. By renting vacant premises on a back street near his store, he is able to take advantage of large order buying and also is assured of having material on hand for later installation as it is needed. Under present conditions of developing shortages, it is frequently possible to sell an owner on the idea of purchasing his appliances while the building is still in its early stages, signing the contract and making the downpayment, but leaving the appliance in Baack's warehouse until it can be installed. This is appreciated as a real convenience by the customer—and for Baack it means a backlog of actual sales just waiting to fill in any later sales valleys which might develop.

The sale of the property may not be made until construction is complete.

Or the property may not be intended for sale, but be offered for rent as it is ready for occupancy. The new owner or renter who enters at this stage is also a prospect. As before, Baack secures the name from the builder as soon as it is known and proceeds to make contact, probably first by letter and then by personal call. He introduces his store as the source of the cabinets, range, water heater, or whatever items may have been included in the original contract—and gives a demonstration of the equipment. At the same time he ascertains what other needs in his line the customer may have and does his best to interest her in the purchase of further large or small items. Above all, he manages somewhat to get her into his store, if only for the purchase of light bulbs. Occasionally the owner will have intended to use his old appliances, only to become conscious of their shortcomings in contrast to the more modern surroundings. Here is a chance for a later follow-up which Baack does not overlook.

### **Service Makes Friends**

Prompt servicing of all equipment for which his store is responsible helps in developing the continuing friendship with the owner which he seeks to establish. The store does not have its own service department, but contracts with factory-approved stations which handle the work promptly and satisfactorily. All contact on the part of the customer is through the store. If something is in need of repair, the owner calls up the Record Hardware Co. which in turn notifies the service headquarters. Baack's organization then follows up the appliance later to see that everything is satisfactory, as well as to pick up any leads the transaction may have developed. Billing is

(Continued on page 192)



*This can happen to you—*



*...and that's what  
clinched the sale!*



*He:* That's right! It's a Telechron timer. It can't run wrong.\*  
*She:* That's what Telechron electric clock advertising says!



*He:* It's the truth!  
*She:* I know it! I own a Telechron electric clock.



*He:* So do more than 10 million others.  
*She:* I liked the range anyway. But now — I feel sure.


*Telechron  
TIMERS*



*The Low-Cost Plus  
that Clinches  
the Sale*

**Moral:** Cash in on the acceptance of Telechron electric timing by stocking and pushing Telechron-timed ranges. TELECHRON INC., 123 MAIN STREET, ASHLAND, MASS. A GENERAL ELECTRIC AFFILIATE.

\*Telechron Synchro-Sealed Motor is synchronized perfectly with local electric power plants, so it has to run right!



**You can stop**  **prospective customers**

**... show them**  **... and sell them** 

**with a Pittsburgh open-vision store front**

**T**HE more merchandise you show the passing public, the more they'll want to buy. And with a Pittsburgh open-vision store front you can turn your entire appliance store interior into one big display that will get the passer-by's attention, stimulate his desire for the displayed merchandise . . . bring him inside to make a purchase. And an attractive, inviting store front helps bring customers back again and again.

So show your wares . . . and reap the profit rewards. Modernize your store with sales-boosting Pittsburgh

Glass and Pittco Store Front Metal. And remember: modernization is an investment in the future of your business. So don't skimp . . . for the *biggest* returns in increased business modernize completely—inside as well as outside.

Meanwhile, why not send for our modernization booklet? It's full of illustrations of actual Pittsburgh installations as well as complete information about Pittsburgh modernization materials. And it's free. Just return the coupon below.

## The Dealer Can Handle the Multiple Sale

CONTINUED FROM PAGE 190

made through the store and records are kept on Baack's books so that the history of the appliance, and of the customer, is complete for future reference.

Baack also prefers that installation shall be done by workmen outside his own organization—either by the carpenters and plumbers employed by the general contractor, or by local firms for the wiring and plumbing connection of later installed appliances. This keeps the goodwill and friendship of local workmen. Of course, Baack carefully supervises the job.

### Distributors Like Arrangement

The distributors seem to be well satisfied with this arrangement, which takes the problem of meeting complicated builder needs off their shoulders. Many of Baack's leads in the past have come direct from cooperating distributors who are glad to refer inquiries from contractors or architects to a dealer firm they know is prepared to handle them.

Discounts are a minor part of the deal. Of course a discount is allowed where the quantity purchase and the responsibility taken by the contractor logically call for it, but they by no means enter into every sale. In cases where an individual kitchen calls for shopping about to fill special requirements, the charge to the customer may even be somewhat above market price of the appliances. Baack is in business to make a profit and the builders with whom he deals expect this to be the case. It is not a cut-price deal, but a special service he is selling.

### Service Attracts Other Customers

Because he has had extensive experience in planning and installing complete kitchens, his firm has acquired a reputation for this work which frequently attracts orders from individual owners who are remodeling or building a new home. Baack advises them on their problems, draws up plans, sells them the equipment and supervises its installation, working in full cooperation with the contractors and workmen on the job.

The store is a modern, well lighted establishment, favorably located on a busy downtown street, next door to a motion picture theater. The stock is varied and covers not only a comprehensive assortment of major appliances, but a well-rounded stock of housewares and hardware as well. As a merchandising center it makes a good impression, both upon interested builders and upon owner-customers. In its own right it attracts considerable trade.

But by far the largest source of major appliance selling originates through architect and builder contacts. Baack has made builder service his specialty. The result is volume selling in the initial order (twenty ranges and water heaters in one batch, not to mention the kitchen cabinets involved, is not out of the way), plus a growing clientele among owners, who later continue to come "back to Baack." *End*



**SEEING OFTEN MEANS BUYING.** And this appliance store in Memphis, Tennessee, uses an expanse of clear Polished Plate Glass, set in lustrous Pittco Premier Store Front Metal, to show off the maximum of appliances . . . to the best advantage, Pittsburgh Plate

Glass is mechanically ground and polished to a true, flat surface, and to a perfect brilliance and reflectivity of finish. It will add immeasurable charm and distinction to your electrical appliance store, too. Architect: Everett D. Woods, Memphis, Tennessee.

**Store fronts  
and Interiors  
by Pittsburgh**



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

**PITTSBURGH PLATE GLASS COMPANY**

Pittsburgh Plate Glass Company  
2073-1 Grant Building, Pittsburgh 19, Pa.

Without obligation on my part, please send me a FREE copy of your booklet on store modernization, "Modern Ways for Modern Days."

Name

Address

City  State

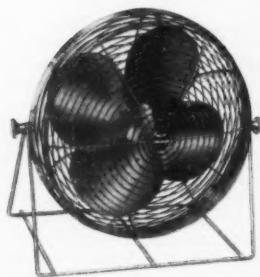
**THEY ...CAME  
...SAW  
...WERE CONVINCED**



**...Is "The Choice of  
the Well Informed"  
KISCO .... The Original**

**...Again led the Field at the Chicago Household Show!**

Those who Compared the 12 Floor Models and 8 Window Fans . . .  
Those who Checked Kisco Features, Quality, Performance and Value  
. . . Were quick to recognize Kisco as the Profit Line for '51.



### **The KISCO VERSATIL-AIR**

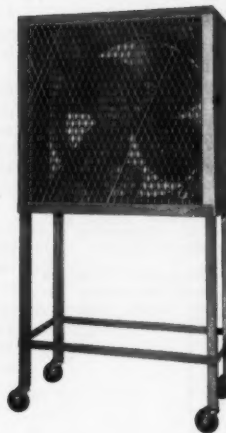
#### **The Multi-Purpose CIRCULAIR**

This New Kisco Model was a Sensation at the Show. It meets the demand for a Window Fan for Casement Windows of any size, requires no installation, and gives "In or Out" circulation. Ideal for use in any room anywhere, and can be operated in a Vertical or Horizontal position. The Deflecto Plate is removable to quickly convert the VERSATIL-AIR into a powerful Air Mover and Fan Cooler. Compare the Rugged Motor, special deep pitched 16 Inch Blades, 3-Speed Control, Sturdy Base and general construction, and you will see Why this unit was the HIT OF THE SHOW.

### **The KISCO BOX-AIR**

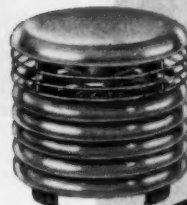
Here is a Giant Window Fan on Wheels to provide Complete Circulation in larger homes, offices, stores, factories, or wherever cooling comfort is wanted. The BOX-AIR can be adjusted from 34 to 46 inches in height and is equipped with a Two-Speed Control, and operated with a Heavy Duty Motor and 24 inch Belt Driven Vairified Air Impeller Blade.

**There is Nothing Else on the Market  
That Can Compare with Kisco Box-Air.**



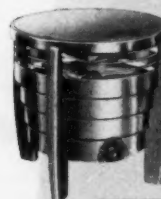
**TRAV-L-AIR.** Compact—Versatile—Tilt for directional air circulation. Attractively finished in chrome with green trim.

**LO-AIR.** This Popular, Portable Model for any application. Rugged, Heavy-duty, three-speed motor.

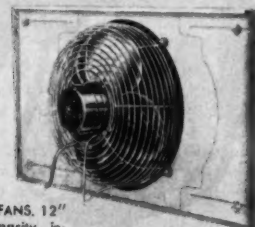


**REGAL-AIR.** Style plus Quiet, Effective Cooling Comfort. Fawn or Green finish. Three Speed. A Really Popular Model.

**SERVUS-TABLE.** Modern, Functional styling and utility. 24-inch alcohol and burn-proof Formica top. Blonde or Mahogany finish.



**TABLE-AIR.** Another attractive Kisco Combination table and circulator. Rich Mahogany finish. Three Speed.



**WINDOW FANS.** 12" to 24" capacity, including Reversible. Easily and quickly installed. Fully Protected. Real Plus Value.



**THE NEW ADJUSTO-AIR** with the Patented Tilt-O-Top Air Director—air when and where you want it. Another Exclusive Kisco Profit Producer.

**KISCO COMPANY INC.**

2414 DEKALB STREET, ST. LOUIS 4, MO.

**The Most Complete Profit Line  
In The Field.....Prices From  
\$17.95 to \$97.95**



**5 YEAR  
GUARANTEE  
Mail This Coupon**

Kisco Company, Inc.  
2414 DeKalb Street  
St. Louis 4, Mo.

I would like to have the details on Kisco's 1951 Sales Promotion Plan.

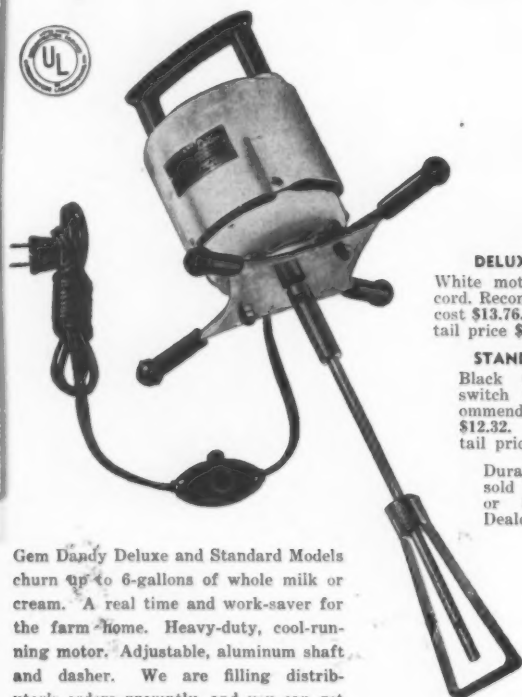
NAME \_\_\_\_\_  
FIRM NAME \_\_\_\_\_  
STREET ADDRESS \_\_\_\_\_  
CITY AND STATE \_\_\_\_\_

# YOU CAN GET DELIVERY

## ON THESE FAST MOVING ITEMS If You Order NOW!

Gem Dandy Electric Churns are fast selling, quality products—more than a million satisfied users.

**MODEL 4-QT** churns 3 quarts of cream or whole milk in a few minutes. Saves the farmer time, work and money. Heavy-duty, cool-running motor. Mixes most anything. Complete with jar in individual carton. Recommended dealer cost \$11.30. Suggested retail price \$16.95.



### DELUXE MODEL

White motor. Switch in cord. Recommended dealer cost \$13.76. Suggested Retail price \$21.95.

### STANDARD MODEL

Black motor. No switch in cord. Recommended dealer cost \$12.32. Suggested retail price \$18.95.

Duraglas containers sold separately. 3- or 5-gal sizes. Dealer cost \$1.80.

Gem Dandy Deluxe and Standard Models churn up to 6-gallons of whole milk or cream. A real time and work-saver for the farm home. Heavy-duty, cool-running motor. Adjustable, aluminum shaft and dasher. We are filling distributor's orders promptly, and you can get prompt delivery on these fast-selling, big profit items. Order today.

**ORDER TODAY  
FROM YOUR  
DISTRIBUTOR**



**ALABAMA MANUFACTURING COMPANY  
DEPT. A-187 BIRMINGHAM 3, ALA.**

# No Frills, No Front—And No Losses

CONTINUED FROM PAGE 64

tell him her real name in the way of correcting him. However, his trick memory never lets go of numbers and he never forgets the serial number on which there has been a skip. Some day, he argues, there will be a call for service on that item, which will locate the skip—as has happened several times.

### Plush Layouts Scare Farmers

Believing that too modern a store scares away farm trade, Mr. Teefe has virtually three stores end on end. Only one, the one carrying furniture, fronts on Main Street. The other stores, which include an appliance showroom and a hardware store, telescope back of the main store in shotgun style. He has two basements of merchandise in other locations, as well as a hardware store in a small town nearby. His salesmen report no trouble at all in getting prospective customers to trail over and duck down a basement to look at stuff. It is obvious that his rent is low and prospective customers think they are getting good buys by this procedure.

### Free Parts Charged to Ads

He built up a service department which handles all makes of washers. "I sent Jim, who was in a CCC camp, over to the Maytag factory for training. We carry from \$4,000 to \$5,000 worth of washer parts. We give away about \$40 to \$50 a month in parts to our old customers and charge the cost to advertising."

When a washing machine comes in for repair, the boys take out an automatic on trial. People can never tell whether they are going to like an automatic until they try one, explained Mr. Teefe, who sold 329 washers last year.

The store has four salesmen who work four ways out of town. The town is A. J. Teefe's personal territory. Each man gets a commission on all sales in his territory, and most of them make around \$100 a week. If a prospect walks into the store and Mr. Teefe sells him and the resident is in one of the boy's territories, they get a commission even though they didn't see the prospect.

### Christmas Bonus

Around Christmas each employee gets a week's pay as a gift. Salesmen get a bonus running from \$350 to \$750, subject of course to the 10 percent gift tax. ("It would be taken away from me in income taxes if I didn't give it to them," says Teefe). About seven employees make an average of around \$350 a month. The store hires salesmen on probation, keeping them on commission for six months. Then they go on a salary and commission.

One of the advantages of the small town store is its ability to make spot deliveries. The day ELECTRICAL MERCHANDISING called, a spring mattress and box springs were being delivered to a woman just before she arrived

home from a hospital. Big stores can't do that, and Mr. Teefe plays this advantage to the limit.

### \$1,600 a Year for Advertising

The store spends around \$1,600 yearly in advertising in newspapers, and it is in his advertising and merchandising that Mr. Teefe is original. Shortly after he started business he began advertising eggs accepted at \$1 a dozen on the purchase of a washer. Ten dozen were the limit. Now he knew perfectly well that he would have to take a loss of 65¢ a dozen, but he took this loss out of the trade-ins. Mr. Teefe knew that it would bring farmers in on the run and it did.

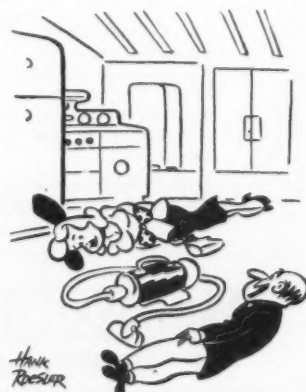
The store sells home freezers full of meat, and Mr. Teefe is perfectly willing to take farm produce as part payment on a home freezer. He is constantly working over his advertising, turning up new deals that will startle the natives. Today he has a store in Clinton, Iowa, and follows the practice of moving the merchandise back and forth in order to keep up the appearance of having a lot of new stock in all the time.

"The idea is to put a different twist on merchandise and keep it constantly in the limelight as new," said Mr. Teefe. "It is like dressing up a pretty girl. She tries to look different every time she comes down the street, as it attracts more attention."

### Lemon Pie for Lunch

Today, 12 years after he started, Mr. Teefe feels that he doesn't need to make outside calls any more, or work nights. Advertising, diligently used, brings in enough prospects to keep him busy all day. As he goes home for lunch each day, to devour among other things a big slab of Mrs. Teefe's lemon pie, he sometimes meets his first customer, Spot Ossmussen, who bought his first washer from him back in 1938, and as he goes along Mr. Teefe feels that he has made pretty much of a success in business in Maquoketa.

End



"MR. NOTZ WILL SHOW YOU THE UPRIGHT MODELS—THE DOCTOR ORDERED ME OFF MY FEET."



**MAKE SURE IT'S Wilcolator**  
—the electric oven-heat control that

**"CLICKS" with every cook**



**Profit by handling range lines that employ the easiest-to-operate and most cooperative oven control ever built!**



This is IT—the WILCOLATOR . . . the most advanced concept of simplicity, sensitivity and cooperation in modern oven-heat controls.

A turn of the Dial, a push of the Preheat Button—and a Wilcolator-controlled oven is set to deliver the exact cooking temperature desired . . . deliver it fast (but fast) . . . and maintain it indefinitely.

And that's not all. As soon as the oven is sufficiently preheated, the Wilcolator preheat button snaps out with an audible click, giving unmistakable warning that the oven is ready for use. Here's cooperation plus! . . . a boon to the busy cook, veteran or novice. No waste of time or fuel.

Yes, Wilcolator means meal-making that's simple, quick, successful. When the dial is turned to a setting, the oven bake element is automatically cut in. When the preheat button is pressed, the broil element is cut in. With both elements "pouring on the heat", exceptionally fast preheat is obtained.

As oven temperature approaches dial setting, the preheat button snaps out—disconnecting the broil element. Temperature "overshoot" is so accurately gauged, that almost from the moment food is placed in the oven, it is subject only to the cooking temperature selected.

During cooking, Wilcolator's super-sensitive thermostat switch (operating on a 30 to 50 per cent lower differential than heretofore possible) regulates the bake element so closely that oven heat is precisely maintained . . . resulting not only in perfect baking and roasting, but in maximum fuel economy.

You'll find the Wilcolator control will "click" with every prospect. It's a plus value you cannot afford to miss. Profit by making sure every electric range you handle has the outstanding advantage of Wilcolator.

The Wilcolator Control provides both visual and audible signals. Pilot lights indicate when bake and broil elements are cut in and cut out. Preheat button snaps out with a clearly audible click when oven is ready for use.

The control can be installed, on two mounting screws, in any of four positions—with preheat button located above or below, to the right or left of the dial. Contour harmonizes with the over-all appearance of any electric range . . . particularly with modern design.

**P.S. NOW A Gas Oven Control That Also Says "WHEN"**

Wilcolator's outstanding Oven Heat Control for Gas Ranges is now available with the revolutionary Wilcolator "Oven-Reddy" Indicator which automatically signals as soon as the oven is ready to use. Thus the exceptional advantages afforded by the Wilcolator Gas Range Control—such as its large capacity "Uniflow" valve for super-speed preheat, and amazing ease of servicing—are supplemented by an extremely desirable feature hitherto only available on electric ranges.

**THE Wilcolator Company**  
Elizabeth, New Jersey

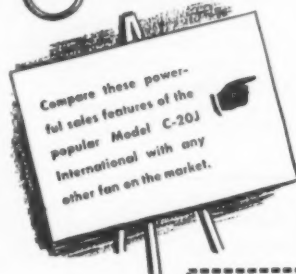
**WILCOLATOR—precision cooking at a touch of the finger tips**

**NOW!**  
**The World's Most**  
**QUIET Fan...**  
*the International*  
 SAINT LOUIS



**Ready to boost your 1951 sales**

Your surest step to fast fan sales . . . these exclusive patented spring-suspended Internationals operate below a whisper—actually sell themselves by offering the MOST for your customer's FAN DOLLAR!



- Silent—no hum or vibration—it floats on springs.
- Beautifully styled cabinet.
- Powerful—big 20" blades move more than 3500 CFM.
- Two speeds.
- Fits any window up to 44" width.
- Guaranteed.

**WRITE OR  
 WIRE TODAY  
 FOR OUR  
 1951 CATALOG  
 SHOWING  
 COMPLETE LINE OF  
 SPRING-SUSPENDED  
 FANS!**

FAN DIVISION,  
 INTERNATIONAL OIL BURNER CO.,  
 3800 Spring & Park Aves., St. Louis 10, Mo.

Please send me full details on your complete line of silent spring-suspended fans for 1951.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

My distributor's name is: \_\_\_\_\_

City \_\_\_\_\_

## Barefoot Boy with a Plan

CONTINUED FROM PAGE 64

folks couldn't keep up their payments was Henry Mallory's meat, and he lined up prospects in a way that amazed the piano company.

### Janitor Salesman

The blond wonder boy got a job with Commonwealth Edison, and the name of Henry Mallory is still a legend over there. One noon hour he observed people paying their electric bills and eyeing a refrigerator nervously.

"Go ahead and look at the refrigerators, folks," said Mallory, "the salesmen are all out to lunch."

"What are you?" asked the suspicious prospect.

"Oh, I'm just the janitor," replied Henry.

The people looked, the janitor hung around and explained, and they took their order blanks up to the credit department to write up.

"Who sold you?" asked the credit man.

"Oh, nobody," replied the new customers. "There was a janitor down there, but all the salesmen were out to lunch."

The credit man laughed. "Perhaps you folks would like to know that guy is the best salesman we've got on the floor."

At another time, somebody was interested in a washer but said, "I want a machine, but I don't want to give no reference."

"Yes, I understand," replied Mallory. "Where do you work?"

"I work at the So-and-So Iron shop, but I don't want to give no reference."

"Ever buy anything on time?" prodded Mallory.

"Yes, I bought a stove at Hartman's once."

Another salesman whispered to Henry Mallory, "Are we going to take his order? He won't give any reference."

"Of course we are," replied Henry Mallory. "The fellow has told us where he works and where he has bought on time before. When he says he doesn't want to give a reference, he means he doesn't want us calling up the place where he works. Possibly he doesn't want the foreman up there to know he is buying on time."

### House-to-House Selling

Better Home Appliances Co., Inc., was born from Henry Mallory's belief that house-to-house selling had not been exhausted in Chicago. He had confidence in outdoor selling possibilities and gathered around him half a dozen fellows who were equally good. Then he made a proposition—split the profit. Henry takes half and the salesman takes half.

If the salesman gives part of his half away in discounts he just puts himself out of luck. Henry chose salesmen who are utterly different from one another. He has a fat boy, a gentlemanly type, a Hoosier type, and all are motivated by the desire to make money. They do a lot of phoning and drumming up of prospects and do a

lot of calling. They will pick up a prospect and bring him down in their cars, they will go to the homes, they will demonstrate. All they have to do is to get an order that is clean enough to be accepted on the GMAC plan. Incidentally, Henry Mallory sees to it that all payments are made in his shop, as he wants the customers in.

The store is against no-money-down selling and, while it isn't blue-nosed when it comes to fudging a little on margins—what Chicago store is?—it is not known as a discount house.

Henry Mallory is one of the quickest closers in the business.

### Handling Discount Buyers

A couple walked in the other night who had been shopping over on Central Ave. and other points of call, looking for the biggest possible discount.

Henry put them at ease.

"Are you folks buying a discount or are you buying a stove to do the right kind of a job for you?"

The customers admitted they wanted a good stove.

"Do you know enough about stoves to really tell what will do the best job for you?" asked Mr. Mallory.

Again the couple admitted they didn't know.

### Honest Approach

"If you are looking merely for price, you can do better elsewhere than here. If you want me to pick out the right kind of a range for you, and can trust me just like you would your doctor, I think I can help you. We have built up our business working with people who are all confused by a lot of advertising, and they have come back to us again and again because things worked out the way we said they would."

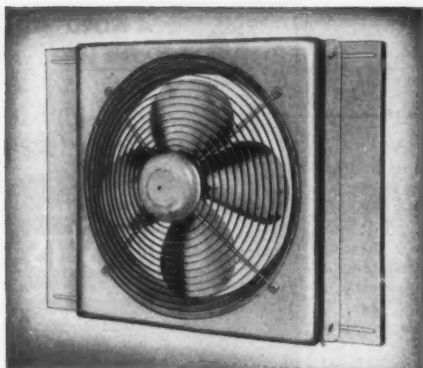
Result, a sale. Time: 10 minutes.

Better Home Appliances averages \$75,000 a month in volume on its 50x100 ft. location. Mallory lives upstairs over the store and occasionally pushes his two pet pups out the door with his foot. They give a cozy look to the store, he says.

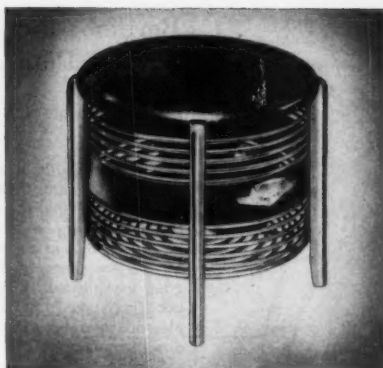
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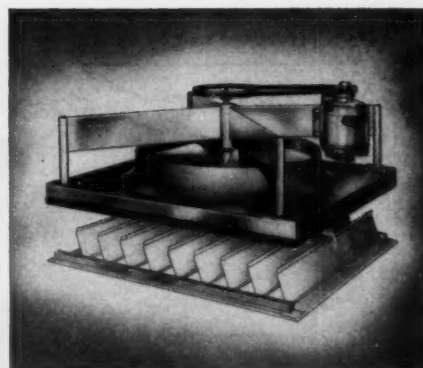
"OK, NOW FOR YOUR FINAL EXAM—THREE-MINUTE EGGS, TWO-MINUTE TOAST, FOUR-MINUTE COFFEE—AND MAKE IT SNAPPY!"



**18" and 22" Window Fans** Electrically reversible—the flip of a switch forces air in or out. Two speeds on both intake and exhaust. Adjustable mounting panels fit any window up to 35" wide. Only a screwdriver needed to install. Four blades, direct-connected. 18" size delivers 2500 cubic feet of air per minute; 22" size, 3400. Ivory enamel with silver-finish grille. Guaranteed one year. 18" size, \$59.95; 22" model, \$79.95, retail.



**"Breeze-All" Floor Fan** Durable, mottled-mahogany plastic top and metal band. Chromium-plated legs and grille. Safe from top, bottom, sides. Delivers a whopping 3500 cubic feet of air per minute. Doubles as extra seat or table. Extra-low-cost operation. Three speeds, 12" blades, and really quiet. Guaranteed five years. \$49.95, retail.



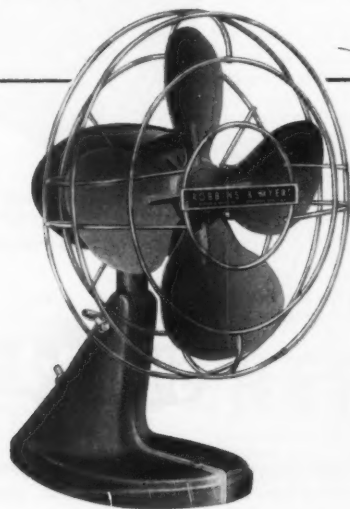
**"Package" Attic Fan** Complete home cooling system—no trap-door, grille, or suction-box to buy. Easy to install. Ideal for low attics and all standard hallways. Rubber-mounted, sound-insulated. Changes air once every minute in average house. Factory-lubricated, sealed ball bearings. Baked enamel (ivory) on shutter and trim. Four sizes with air deliveries from 4750 to 9500 CFM. From \$149.50, retail.

**R & M fans for '51**  
...the Standout Line  
for a Sellout Year!

It goes without saying that, nowadays, quality appliances are money in the bank. And these Robbins & Myers Fans for 1951 are the finest we've ever made. In performance, in styling, in price range—they're sure to find eager takers.

Yes, and this merchandise is backed with plenty of promotion as well. National advertising, animated displays, window streamers, consumer folders, newspaper mats—in fact, everything you need for a completely profitable fan season will be working for you.

But don't delay, place your order early. Get in touch with your R & M Fan distributor now. If you'd like us to send you his name, write: *Robbins & Myers, Inc., Fan Division, 387 S. Front St., Memphis 2, Tennessee.*



#### "Quiet" Fan

Wide-blade, powerful oscillator at a popular price. One-piece, soft-rubber hub eliminates vibration and chatter. Balanced aluminum blades. Sturdy pressed-steel motor body. Durable sable-brown finish. Mounts on wall easily. All the luxury features of much more expensive fans. In 10" and 12" sizes. Guaranteed one year. 10" size, single speed, \$17.45; 12" model, 2-speed, \$24.95; 16" size, 3-speed, \$43.95, retail.

#### "Quiet De Luxe" Fan

New gunmetal-enamel finish. Die-cast body and base. Oscillating mechanism fully enclosed. Delivers up to 1700 cubic feet of air per minute. Guaranteed 5 years. In 12" and 16" blades. Three speeds. 12" model, \$43.95; 16" size, \$52.95, retail.

**ROBBINS & MYERS**  
*Fans for 1951*



*Lovely to Look at... So Wonderful to Own*



8.5 cu. ft.  
BEN-HUR. Holds  
up to 425 lbs.  
Others, 12.5, 16  
and 20 cu. ft.

HOLIDAY DINNERS EASY—baked and prepared weeks ahead and frozen in the BEN-HUR. That's only one of many reasons families enjoy the food-saving BEN-HUR.

The New "R.O.P." BEN-HUR is today's easiest-selling freezer. There are many reasons—including today's more powerful point-of-sale dealer help program. Ask about it!

(\*Record Of Performance)

BEN-HUR MFG. CO. • Dept. EM — 634 E. Keefe Avenue • Milwaukee 12, Wisconsin

**BEN-HUR FARM and HOME FREEZERS**

HEALTHFUL LIVING THROUGH FROZEN FOODS

*You can make money with*  
**BURKS** *Water Systems*

- LIFE-LOK Feature Clinches Sales
- FINE ENGINEERING Cuts Profitless Calls
- DUAL PURPOSE System Requires No Mechanical Pump Changes
- BURKS SYSTEMS Nationally Advertised

Everything it takes to make a satisfied customer is provided in the BURKS Super Turbine Water System. Likewise, everything it takes to make a nice net profit is provided for the BURKS Dealer. The exclusive "Life-Lok" feature, that adds 40% to life of the system, alone is a tremendous sales advantage. The Dual Purpose System gives you a Deep Well and a Shallow Well System with identical pumps—only an inexpensive Educator is added. These, plus proved performance in service and constant national advertising, pave the way to easy sales and longer net profit per sale.

WRITE FOR DETAILS  
**DECATUR PUMP CO.**  
51 ELK ST. • Decatur 70, Ill.

**BURKS SYSTEMS**

- Last 40% Longer
- Self Priming
- One Moving Part
- Completely Automatic
- Deliver More Water Every Minute
- A Site for Every Need

The BURKS Super Turbine Shallow Well System is changed over to a Deep Well System by simply adding the inexpensive Educator, pictured here, in the well.

## Barefoot Boy With a Plan

—CONTINUED FROM PAGE 196—

His keen ability to size up a situation makes him an excellent closer. He learns rapidly that a Swedish wife has trouble cooking well enough to suit her husband, that a family is dressing up the place to give their daughter a good background "so she can make a good marriage." A husband eager to please a neurotic wife is diagnosed by him like a surgeon.

Summed up, his operation is based on the following thinking:

1. The lower income classes buy the best appliances because they use them with their own hands and appreciate their performance.

2. These people are awed by too-swank surroundings, intimidated by salesmen who are too suave or too dapper, too nail-polished. They love

A dealer who tries to keep his office in his hat during these days of government paperwork usually ends up without either a hat or an office.

to tell their tales of woe to people who are *simpatico*, who can come right back at them with similar situations and experience. Many a time Henry Mallory has used a phrase in a foreign language to put him on an even basis.

3. In their buying these people love to have a guiding hand, a sort of physician they can trust, who will enable them to come out safely on their purchase, because for these people any sum over \$50 is big business and it scares them.

Mallory handles his collections with the same understanding and touch. He has lent \$400 at one time to a customer who had bad luck (and got back several thousand dollars in sales from the family later, including the \$400). His willingness to make an exchange, or take the load off the customer who is dissatisfied is something that is rarely done by small dealers in Chicago.

One more story to illustrate his marvelous touch. The other night he went out to call on a Polish prospect. He arrived to find a competitive salesman for another firm who had called with an interpreter. It looked as though Mallory was out of luck.

So he said, "Sorry, I didn't think to bring an interpreter, but I believe I can talk over this thing like one American to another. You understand me, don't you?"

He knew that every foreigner that stepped foot on these shores wants to become an American, and likes to be considered one. The prospect beamed, turned his back on the interpreter, listened to Mallory—he could understand a little English—and signed the order. Such is the power of knowing how to appeal to the inner man. End

A WORD  
TO THE WISE  
IS

SUFFICIENT

**CORNISH**

**CORDS and  
CORD SETS**

Featuring integral one-piece molded-on plugs, sure contact spring action blades, and U-L approved cords. Units like these are specified by foremost appliance manufacturers. Their over-all QUALITY spells SATISFACTION to your customers.



Write  
for  
catalogue

All flexible cords also available in convenient lengths, on attractive metal spools for fast and profitable "footage" business.

**CORNISH WIRE COMPANY, INC.**  
50 Church Street, New York 7, N. Y.

*Now! Formulated*

**COLOR**

BY SWING-A-WAY IN THE  
**SELF-SERVICE  
DISPLAY PACKAGE**



- CHERRY RED
- LEMON YELLOW
- GLOSS WHITE

A complete inventory of Swing-A-Way Can Openers in Metallic Finish and Brilliant Colors.

THREE FAMOUS "SALES SEALS"



**SWING-A-WAY MFG. CO.**

4100 BECK AVE., ST. LOUIS 16, MO.

Canadian Representative — Fox Agencies, Ltd., Port Credit, Ont.

## Nobody knows this fact better than you!

**W**HO KNOWS better than *you* how much the famous G-E monogram means in selling fans to your customers!

You know from years of experience that your customers trust the name General Electric because it means dependability! There's no need for the long sales talk! When they know it's a G-E, *the name sells the fan!* And now . . .



## General Electric's Greatest Fan Promotion!

This year, your job will be easier than ever because G. E. is advertising fans like fans were never advertised before!

# LOOK!

**15 CONSECUTIVE WEEKS OF "HARD SELL" ADS  
IN THE SATURDAY EVENING POST!**

**A TWO-PAGE SPREAD!**

**7 HALF-PAGE ADS! • 7 QUARTER-PAGE ADS!**

**And—when it counts the most!** In Spring and Summer when the weather's good and hot—these effective ads will be reminding customers that G-E Fans are the fans with the "DOUBLE PLUS"!

### PLUS 1

**They're hummingbird quiet!** You'll hardly know they're in the room, except for the comfort they give, because G-E Fans work in a whisper! In engineered tests, *nine* G-E

Fans, running all at once, made less noise than *one* same-sized fan of a leading competitor!

### PLUS 2

**They last and last!** General Electric Fans are G.E. "precision-engineered"! They are so sturdily constructed that many last a lifetime! G-E Fans are *self-lubricating* for 10 years! They'll give your customers years of dependable service!

**You can put your confidence in—**

**GENERAL**  **ELECTRIC**

(Advertisement)

## EXPERTS PICK HALLICRAFTERS TV AS SET FOR OWN HOMES.

CHICAGO, Ill.—Leading experts in the television field today pronounced the new, 1951 Hallcrafters "Precision" line of sets as "The Set the Experts Own."

This title was conferred upon Hallcrafters television sets after careful evaluation of actual performance. The "experts" included television studio cameramen, service engineers, dealers, electronic technicians, and others who have the experience upon which to judge.

It was found that many of the experts actually had selected Hallcrafters for

their own homes, for their own television pleasure.

### Confirm Lab Tests

"The Set the Experts Own" actually confirms the technical findings of two independent laboratories, each famous for impartial, unbiased research. These laboratories' reports showed that the new Hallcrafters set tested—have better pictures than any other and by margins as much as 2 to four times. These tests embraced all channels—not just one or two.

Hallcrafters performance was found to be unmatched by any other set made in America today. The performance is not merely technical measurements, but a quality the average viewer can see himself on the television screen.

One leading independent dealer made the further contention that because of its outstanding quality, the new Hallcrafters could also be considered the "Best buy in television today." He pointed out that the Hallcrafters line has "top performance" yet does not command a premium price.

## Free Coffee Finds 300 Prospects

CONTINUED FROM PAGE 55

not push appliances as gifts. "As a jewelry store I am not allowed to put on more than three or four small appliance promotions each year. The customer coming in here and asking for a gift will be shown everything else before he gets to look at a small appliance," he said. "The reason is that the margin is too short. Our break-even point is around 47 percent in the store and small appliances should carry a margin of 40 to 50 percent. The Parker Pen success is due to the margin it carries. The reason we carry and push small appliances—pardon me, electric housewares—is due to the fact that they are bought by solid people and we want this type of customer. Small appliance manufacturers have done a good job of romancing in their advertising. That's why we carry advertised brands only."

"About three percent of the small appliances we get are defective. Oddly enough, we have a lot more trouble with irons than any other line, and these run much higher."

### Need Two Price Levels

"We would like it if manufacturers would put out a lower priced line under their trade-mark, possibly stripped of gadgets. You cannot always sell people your top priced line, and the second line gives a chance to step down with those we cannot close. Manufacturers today are unrealistic in regard to the popularity of their lines. Women whose budgets allow only \$15 for a coffeemaker won't spend \$34. Also, in my opinion, most small appliance manufacturers charge too much for repairs."

"Another thing, I think the manufacturers are making a mistake in upping the size of the standard package. I know we only carry a certain sized inventory and if we have to buy large amounts, we merely wait until we are out, thus missing some sales. A bigger sized package doesn't necessarily cause a dealer to buy a bigger inventory."

Mr. Wurtzel thinks that the basic inventory of a store carrying electric housewares should be six toasters; six shavers (three makes); three waffle irons; two coffee makers; 12 standard irons (two brands); a travel and two steam irons; three mixers; 100 clocks. Order frequently, he advises, and let the distributor carry the inventory.

Another of Ben Wurtzel's ideas: "The day is coming when more small appliance manufacturers will have home economists to loan to active dealers. There are a number of educational deals which can be hooked up with small appliance promotion provided we can get hold of a home economist to do the job."

Mr. Wurtzel thinks that today's crop of distributors' and manufacturers' men need brushing up on their retail selling. When they come on the floor, for example, they talk about the quality of the steel in the shaver but the customer says "How quickly can I get shaved?" and that is what really turns the deal.

End

# "The Set the Experts Own"

# hallicrafters

## precision television



**TELEVISION CAMERAMAN**  
Steve Wagner, Chief Cameraman  
Leading Chicago TV Station

**TELEVISION NEWS EDITOR**  
Ted Materna, Writer and Editor,  
Publisher "National TV Directory"

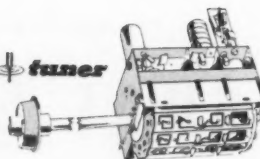


### MODEL 17819

17" Rectangular Tube. Sleek new styling in a performance-price leader. Wood cabinet with mahogany finish. Polished brass trim around front. With the Dynamic Tuner.



the **ONLY** set with the \$2,000,000 **dynamic** tuner



**hallicrafters TV**  
THE SET THE EXPERTS OWN!

WORLD'S LEADING MANUFACTURERS OF PRECISION RADIO & TELEVISION - CHICAGO 24, ILLINOIS



**PEARSON at BROCKTON**

# Sells thousands of Eureka's

during his 38-year distributorship

The Brockton Edison Company has featured Eureka Cleaners continuously during this long eventful period

Back in 1913, Edward L. Pearson became the Eureka Distributor for the Brockton, Mass. territory. In those days, Corn Brooms, Carpet Sweepers and Carpet Beaters "ruled the roost." Vacuum cleaners, a new idea, were virtually untried.

But industry and salesmanship soon changed that. The Pearson Distributorship, working through Brockton Edison, started a flood of EUREKA Cleaners into Brockton homes. Today the tens of thousands of EUREKAS sold in this District attest to the wonderful job done on a really fine product.

You'll look far to match the outstanding sales record made in Brockton. We congratulate Eddie Pearson on his unusual success. And salute Brockton Edison who have merchandised EUREKA so successfully and exclusively for all those 38 years.

The Brockton Success Story proves the long-term benefits of EUREKA—to an active Distributor and a vigorous retail merchandiser. A EUREKA Franchise gives you advantages available in few other lines. They include warm buyer acceptance, vigorous advertising, strong factory backing and fast profitable turnover.

Learn more about the money-making possibilities of a EUREKA Franchise in your own locality today...

Wire—Write—Phone

# EUREKA

*A New Kind of Cleaner*



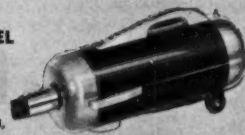
## THE THREE GREAT NEW EUREKAS

### A Complete Cleaner Department

Three New Eureka Cleaners, that's all you need... and you're in business! Low cost inventory—hot merchandise—quick sales—big profits.

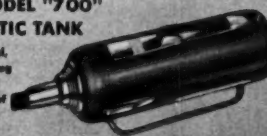
#### NEW MODEL "600" TANK

Popular Priced, powerful, all-steel, and excellent set of cleaning tools



#### NEW MODEL "700" AROMATIC TANK

Super-powered, all-steel, no bag to empty, and complete set of cleaning tools



IN 10 SHORT MINUTES  
REMOVES A SHOVELFUL OF DIRT

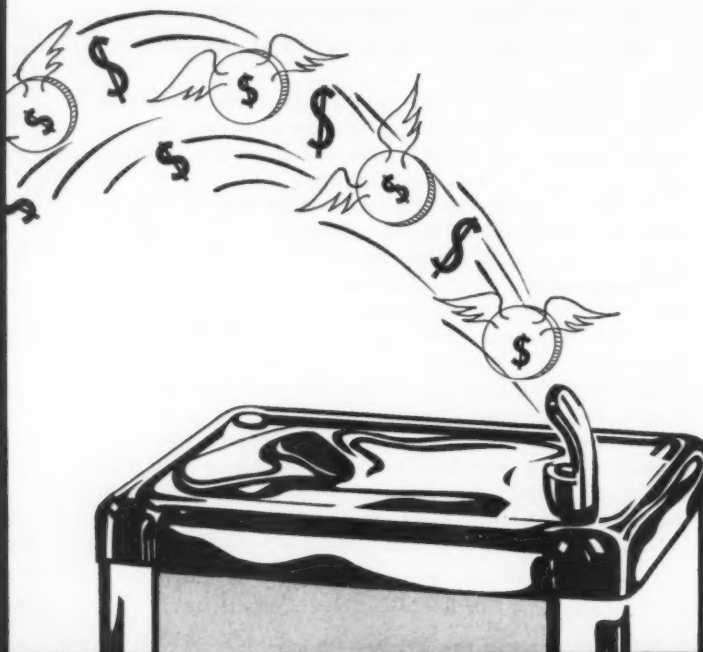
Eureka Williams Corporation • Bloomington, Illinois

# There is **MONEY** in ***fedders*** **NEW LINE** of **ELECTRIC WATER COOLERS**

## Performance Guaranteed By 20 Years of Fedders Know-How

This restricted time is when you need an extra line. It's worth while to seriously think of selling Fedders Electric Water Coolers because:

1. You add extra sales and extra profits.
2. You sell Fedders Electric Water Coolers to business, industry, institutions and government.
3. You get not only single, but *multiple* sales.
4. Fedders gives you the most popular, most saleable sizes with minimum inventory.
5. Fedders Electric Water Coolers are essential for better employee, customer and union relations,—better health, better efficiency, less illness, less absenteeism.



**5 Models** to get you this business where this business is

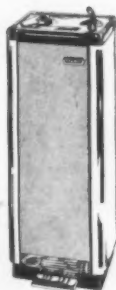
### BOTTLE COOLER



**MODEL 3B-3**

Used where water and drain connections are inaccessible or impractical. No plumbing. Portable,—ideal for rented locations. Hermetically sealed, lubricated for life.

Write or mail coupon right now for complete specifications and prices. Distribution limited to availability of materials.



**MODEL 3T-6**

Six gallon capacity for medium requirements. Convenient foot pedal. Reserve 1½ gal. storage for sudden use and filling pitchers. Dual coil cooling unit.

**MODEL 3T-10**

Ten gallon capacity for industrial use. Less than 1½ sq. ft. floor space. Pre-cooler gives extra gallons with no increase in operating cost.

**MODEL 3TE-10W  
(Explosion Proof)**

Approved by Underwriters Laboratories Inc. for Class I, Group D, hazardous locations. Water cooled condenser. Controls and connections sealed in explosion proof conduits.

**MODEL 3T-10W  
(with Water Cooled Condenser)**

For foundries, steel mills, textile, wood working, paper, cement mills, etc. Water cooled condenser, unaffected by heat, excessive dust-laden air. Minimum water consumption.

All Fedders Bubbler Coolers equipped with foot pedal control, one-piece stainless steel, splashproof top, solid brass, chrome plated bubbler with automatic stream height control, bonderized steel cabinet, automatic water temperature control and connection for remote bubbler. Hermetically sealed and lubricated for life.

Fedders-Quigan Corporation  
Buffalo 7, N. Y.

Kindly send me complete information immediately on Fedders new line of Electric Water Coolers.

Name   
Concern   
Street   
City  State

**ALL MODELS BACKED BY FEDDERS  
FIVE-YEAR PROTECTION PLAN**

**FEDDERS - QUIGAN CORPORATION**  
BUFFALO 7, N. Y.

**Lewyt Corp.****WALTER J. DAILY**

Walter J. Daily, manager of the Lewyt vacuum cleaner division since 1947, has been named vice-president in charge of the division. A veteran of over 20 years in the appliance business, Daily was formerly with Bendix Home Appliances and General Electric.

**White Sewing Machine Corp.****FRANK J. MORGAN****DALE THEOBALD**

Frank J. Morgan has been made director of merchandise and service sales for White Sewing Machine Corp. He has been with the firm for more than 30 years, most of the time in the sales division.

Dale Theobald has been named manager of sales studies for White and will coordinate the sales activities of the home office with those of field personnel.

**Thor Corp.**

C. J. Arnall has been named district sales manager of Thor's newly-created south Atlantic sales district. He was previously with the Old Dominion Distributing Co. and Miller and Rhoads department store.

**NEW POSITIONS****General Electric Co.****ROY W. JOHNSON**

Roy W. Johnson, Henry V. Erben and Hardage L. Andrews have been elected executive vice-presidents of the General Electric Co. Johnson was formerly in charge of G-E's affiliated manufacturing companies department while Erben and Andrews were in charge of the apparatus and the appliance and merchandise departments. Johnson will now have responsibility for the appliance and merchandise and the electronics departments. Erben will be in charge of heavy industrial departments while Andrews will be responsible for the light industrial departments.

Johnson joined G-E in 1930. He served on the advertising staff of the appliance and merchandise department and as assistant to the manager of the home laundry equipment division. During the war he was with WPB but in 1944 he rejoined G-E as vice-president in charge of commercial activities of Telechron. In 1947 he was named marketing manager of the affiliated manufacturing companies department and in 1948 was made general manager of that department.

Two new district representatives for G-E heating devices and fans have been appointed. Henry A. Howe will cover the Denver area and Robert C. Gibson will be New York representative.

**Kelvinator Division  
Nash-Kelvinator Corp.****J. TRUMAN STONE**

J. Truman Stone has been appointed sales promotion manager of the Kelvinator division of Nash-Kelvinator Corp. He joined Kelvinator in 1934 and for the past four years has been advertising manager of the company's Leonard division.

**Coolerator Co.****W. C. CONLEY, JR.**

W. C. Conley Jr., and S. W. Skowbo have been elected vice-presidents of the Coolerator Co. Conley has been with the firm for two and a half years and was formerly general sales manager; he is now vice-president in charge of sales. Skowbo was elected vice-president and comptroller.

**Air King Products Co., Inc.**

Samuel Olchak, formerly advertising and sales promotion manager for the firm, has been appointed assistant sales manager of Air King Products Co., Inc. Before joining Air King he was assistant to the vice-president in charge of sales at Tele-Tone.

Edwin Weisl, Jr., has been made advertising and sales promotion manager. He was formerly advertising manager for Tele-King.

**Kaye Halbert Corp.**

Duane Larrabee, manufacturers' representative in Culver City, Calif., has taken on duties as national sales manager for Kaye-Halbert television. He will work under the firm's general sales manager, Myron Blackman.

**Leonard Division  
Nash-Kelvinator Corp.****W. L. HULLSIEK**

W. L. Hullsiek has been appointed advertising manager of the Leonard division of Nash-Kelvinator Corp. He was formerly Kelvinator-Leonard advertising and sales promotion manager in the company's Minneapolis zone.

**Bendix Home Appliances Div.  
Avco Mfg. Corp.****JUDSON S. SAYRE**

Judson S. Sayre, general manager of the Bendix home appliances division of Avco Mfg. Corp., has been elected a vice-president of the corporation. He had been president of Bendix before it was acquired by Avco.

**Nutone, Inc.****FRANK J. SMITH**

The advertising and sales promotion departments of Nutone, Inc., have been consolidated into a single department under Frank J. Smith, who has been named advertising and sales promotion director.

**Emerson Radio &  
Phonograph Corp.****GERALD LIGHT**

Gerald Light has been appointed sales promotion manager of Emerson Radio & Phonograph Corp. He was previously assistant to the vice-president in charge of sales and advertising and most recently was manager of the government contracts division. He succeeds Harold Dietz who has formed a new distributing company, Emerson Mid-State, Inc., Newburgh, N. Y.



## Which <sup>®</sup> LIFT-GATE Type will cut YOUR Costs Most?

**ANTHONY ALONE  
GIVES YOU A CHOICE...**

### SAVE HANDLING TIME

GENERAL PURPOSE TYPE Gate used with or without DETACHABLE ramp for general commodity handling (diapers to dynamite)... "Level Lift"... Safety toe clearance... Non-Slip surfaced aluminum alloy gate floor. Choice of New Spring "Powered" or "Hydro Power" closing.

### SPEEDS UP DELIVERIES

RAMP TYPE has ramp attached for wheel-on loading of bulky items. Anthony "Lift Gates" can be stopped at any elevation. Exclusive safety features, speed, and light weight identifies the Anthony Lift Gate. Choice of New Spring "Powered" or "Hydro Power" closing.

### STOP DAMAGE, ACCIDENTS

"PICK-UP" Type for  $\frac{1}{2}$  and  $\frac{3}{4}$  ton trucks. The handiest, fastest "helper" you can hire at a cost less than you'd expect to pay light weight. Hydraulic Power. Simple and safe. Stops expensive double handling.

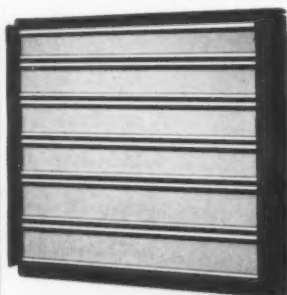
SOLD BY ALL AUTO-MOBILE TRUCK DEALERS  
For literature, address Dept. 305

**ANTHONY CO., Streator, Illinois**

## AIR-FLO

MODEL  
A-555

**AUTOMATIC SHUTTER  
WEATHER-SEALED**



FRONT VIEW - CLOSED

## It Leads the Field In Features

There is every reason why you should use AIR-FLO shutters on your job. New heavy reinforcement strip adds strength and long life to the louvers, assures quiet operation and perfect counterbalance, prevents rattling. Aluminum louvers open fully, permitting capacity fan operation. Deep shroud protects shutter from high winds. Tie-rod, brackets and bearings inside frame, not exposed to weather. Special finish resists corrosion. Many other features. Write for illustrated catalog 42-A of the complete AIR-FLO line.

**AIR CONDITIONING  
PRODUCTS CO.**

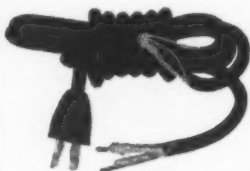
2340 West Lafayette Blvd.  
DETROIT 16, MICHIGAN

## For Quality CORD SETS..

*Columbia*

"The Home of Good Cord Sets"

"Columbia's" Cord Assemblies are precision made of the finest Underwriters Approved Cord and Plugs. Don't Delay—ORDER TODAY!



### Cord Sets for:

- Television • Clocks • Radios
- Refrigerators • Portable Tools
- Electrical Appliances

We stock Anaconda U/L appliance hookup wire from 22 to 16 Ga. in 10 colors.

We specialize in wire harnesses, cords and cables for all electronic applications.

**COLUMBIA WIRE & SUPPLY CO.**

2850 Irving Park Rd., Chicago 18, Ill.  
"National Distributors and Warehouse  
for Anaconda Denshouth Television and  
Radio Wires and Cables."

## NEW POSITIONS

**Sylvania Electric Products, Inc.**

**Chicago Electric Mfg. Co.**



ARTHUR A. CURRIE



G. W. ORR



WILLIAM D. STROBEN

G. W. Orr has been appointed general sales manager of the Chicago Electric Mfg. Co. He has been vice-president of the National Stamping and Electric Works, a wholly-owned subsidiary of Chicago Electric, for the past two years. Prior to that he had been with G-E and the D. E. Sanford Co. He will continue as vice-president of the subsidiary.

**John Oster Mfg. Co.**

Miss Janet Bonnell has been named director of home economics for the John Oster Mfg. Co. She was formerly with Procter and Gamble and Kroger.

Two field men have been promoted to posts as regional sales managers in the Oster organization. Howard Oas, formerly a field sales supervisor, has been made manager in the southern and southwestern states with headquarters in Memphis. Paul G. Glenkey has been named to a similar position in the eastern states with headquarters in Philadelphia.

Arthur A. Currie has been named field sales manager and William D. Stroben has been made advertising and promotion manager of the radio and television division of Sylvania Electric Products, Inc. Currie was formerly district sales manager of the New England-eastern New York sales territory. Stroben was formerly advertising and sales promotion manager for Thor and prior to that had been with Hotpoint.

John T. Burdick has been named director of midwest sales for Sylvania. He will have headquarters in Chicago and will have responsibility for sales activities of the mid-western sections of the lighting, photoflash, radio and television tube and radio and television set divisions.

**Herman Nelson Division  
American Air Filter Co., Inc.**

Frank B. Johnston, Jr., formerly manager of the firm's Cleveland branch office, has been made assistant manager of the merchandised products sales division of the Herman Nelson division, American Air Filter Co., Inc. W. J. Killian has been made Cincinnati regional manager of the unit ventilator sales division. Walter Rieger replaces him as Cincinnati branch manager.

**John Meck Industries, Inc.**

Curtis L. Peterson has been made merchandising promotion director of John Meck Industries. He was formerly advertising and sales promotion manager for Ekco Products Co.

**Decatur Pump Co.**

F. R. Loder has been named advertising manager of the Decatur Pump Co.

**Westinghouse Electric Corp.**

Elwood B. Johnson has been made manager of the North Jersey lamp sales division of Westinghouse Electric Corp.

**Hotpoint, Inc.**

Richard S. Holtzman has been made zone manager for Hotpoint, Inc., in the Los Angeles area. He joined the firm in 1947 and in 1949 was made advertising manager.

**Lux Clock Mfg. Co.**

Robert H. Chirgwin has been made general sales manager of the Lux Clock Mfg. Co.

# Build a more profitable sewing machine department...



...with

*the one machine  
that does everything,  
has everything,  
sells everyone!*

EXCLUSIVE DIAL-A-STITCH  
SELECT ANY STITCH... DIAL IT... SEW IT! NO ATTACHMENTS NEEDED!

# PFAFF

FAMOUS THE WORLD OVER SINCE 1862



● Here's one machine that sells itself on sight—because any customer can see its advantages at a glance! Never before has such convenience been offered to the homemaker. She can select any stitch—plain or fancy—as simply as dialing a station on her radio, with the exclusive Pfaff DIAL-A-STITCH.

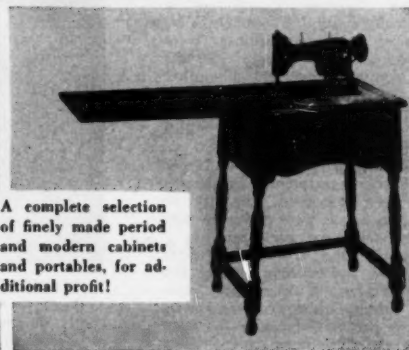
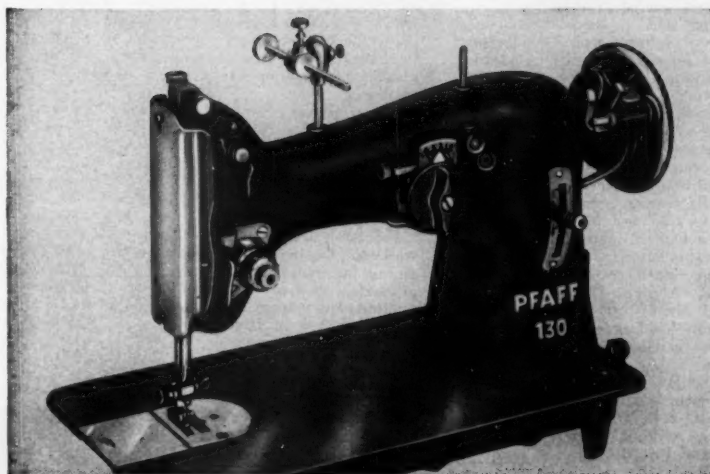
More than that, she has a wider variety of stitches to choose from—because the Pfaff will do anything that any other machine on the market can do—without extra attachments—plus a lot that no others can. Performance is guaranteed—parts and service are always available.

For the dealer, each Pfaff is a high-profit, high realization sale. Nationally advertised, it carries the prestige of a world-famous name. The Pfaff is now being sold in leading stores—backed with a complete promotion campaign. Today, your customers are demanding the best and most modern sewing machines available. It's smart merchandising to stock and sell Pfaff!

- Nationally Advertised!
- All leads secured from advertising turned directly over to dealers!
- A complete promotion program to help you sell!

For complete information on franchise write or call:

**PFAFF SEWING MACHINE CORP.**  
Dept. D-10, 39 CORTLANDT ST., NEW YORK 7, N. Y.



A complete selection  
of finely made period  
and modern cabinets  
and portables, for ad-  
ditional profit!

# Survey of What's New at Chicago Indicates Trend Toward Color

**Refrigerator and washer makers add color in '51; new range units, dryers among new products featured at shows**

**I**NCREASED use of color in refrigerator interiors and on washers, a hot-spot surface unit to bring food to a quick boil in ranges, and a new principle of dryer operation were some of the highlights of the January Markets in Chicago.

Probably most talked about was General Electric's "New World Kitchen-Laundry" at the Furniture Mart. Designed as an indoor-outdoor living center, this kitchen-laundry has ample space for cooking, laundering, dining, living, playing—even a soda fountain for "teen age" entertaining.

Included in this display were new G-E wall cabinets with counterbalanced doors which lift up from the bottom. Outstanding feature of these cabinets is the easy accessibility of all parts. Lower cabinets, which open downward for storing small items, have removable shelves where a toaster, waffle maker or mixer can be stored at point of use. Also included was G-E's latest range with its extra high backsplash that fitted snugly under the new wall cabinets, which are hung six inches lower than other cabinets. (Only a limited number of these cabinets and ranges will be manufactured in 1951, the manufacturer said).

The new front-opening, top-loading G-E automatic dishwasher included in the sink unit was also viewed for the first time by many visitors. A complete automatic laundry-washer, dryer and ironer—behind sliding mahogany doors, and concealed under a continuous counter top, formed a part of a U-shaped island bar.

**Refrigerators.** Smart decorator colors—gold and blue predominating—enhanced many 1951 top refrigerator models. And many leading manufacturers—Hotpoint, Universal, Admiral, Norge, International Harvester, Deepfreeze, and Gibson—have added shelves in the doors, gaining additional storage space.

Variations of the automatic defrost principle are available in top models of Norge, Westinghouse, Philco, Admiral, Universal, Kelvinator and Frigidaire.

Butter at the right consistency is another convenience offered in practically every 1951 model. Two types of butter conditioners were shown. The shelf-in-door type was most common, however. The other type, a separate unit with its own heating element, was offered by a few companies as optional extra equipment.

Full-width evaporators with larger freezing compartments, full-length cold, and maximum capacity in minimum space, were still important talking points for all lines.

Capacity trend continues upward, the nines and elevens getting the heaviest play. Most makers, however, continue to carry seven-and-a-half or eights, and ten cu. ft. boxes for the smaller home trade.

Special added attractions found in many lines included such conveniences as sterilamps, egg keepers, cold water tap connected to city water and a wide variety of other kitchen accessories.

**Ranges.** Biggest news in 1951 ranges is the automatic high speed surface unit—usually the left-hand front burner, which supplies a quick surge of electrical energy to bring food to a quick boil. General Electric, Westinghouse, Kelvinator, Universal, Admiral and Norge are among the companies carrying this feature.

Double-oven models are growing in use, and many of the 1951 models featured the fact that both ovens were full size. Oven sizes generally are on the increase, many deluxe models having gained added space by placing the bottom element below the oven surface.

Color controls and push-button controls are more in evidence, and the lift-up surface burner under the deepwell cooker has become standard in most models.

Also new for the first time in 1951 is the extra high backsplash, averaging from 13½ to 16 in. above the range work surface. These higher backsplashes place controls in convenient reach of the user and provide better overall range illumination.

Other features specific to individual makes are Admiral's built-in rotary roaster; Crosley's home barbecuer; Philco's "jiffy griddle" and their "broil-under-glass" feature which has been carried over from last year.

**Freezers, Disposers and Dishwashers.** Changes in freezers were almost imperceptible. The number of models in many lines has been reduced, and capacities are higher, starting with 8 cu. ft. and going to

24 cu. ft. for home models. Additional capacity has been achieved without increasing box sizes as with refrigerators, by using new type insulation. Racks have been redesigned for better accessibility, and the freezer contact area has been increased. A signal bell to warn of current interruptions is standard in most 1951 models. A 24 cu. ft. upright model was featured by Amana as the ideal freezer. It takes up less than half the floor space of chest models of similar capacity. "See-level" visibility and maximum sharp freezing shelf surface were other talking points.

simplified to a point where the disposer is now a compact, finished unit which a dealer can show in his window or on his display counter.

Variations of the side-opening or pull-out drawer-type dishwasher were the trend at the 1951 markets. Newest of this type is G-E's dishwasher. Westinghouse and Youngstown attracted considerable attention. The Apex Dish-A-Matic, on display at the Furniture Mart has been successfully using Fiberglas in the cover and sides, not as a scarce materials substitute, but because it was found to be tougher than porcelain enamel in withstanding high dishwasher temperatures provided by their hot-water tank.

**Dryers and Washers.** Hotpoint's dryer, with its new principle of operation, using a stream of cold water to flush away lint laden steam vapors, was another attention-getter at the Furniture Mart.

Newest in washers were the 1951 Easy Spindriers available in a choice of metallic blue, green or red. These new models were shown first in October, but because of lack of materials production was delayed. Limited production is now scheduled for early 1951, according to W. H. Reeve, vice-president in charge of sales.

At the Merchandise Mart, The Dexter Co. had a pre-showing of its automatic washer. A square cabinet, agitator type washer and

complete automatic operation are features. It was stated, however, that because of unsettled conditions, the company doesn't know just when they will be in production on the model, and orders were not being solicited.

For those who prefer the quietness of wood to steel in their kitchen cabinetry, Mengel Co., Louisville, Ky., had a deluxe line of cabinets with baked enamel exteriors which closely resembled steel, in a complete assortment of wall and base cabinets. Six weeks delivery was promised on most units.

**Electric Housewares.** Not many new items were shown at the Navy Pier. Changes in design were more the order of the show, and it was interesting to note that some material substitutions had already been made successfully. For instance, several of the deepfat fryer makes had gone to white porcelain enamel shells—Dorby's original Fryrite model is now being shown in white porcelain enamel with a chrome lip. A larger model introduced at the show, also has a porcelain enamel exterior. National Pressure Cooker's Presto Dixie Fryer has also gone to porcelain enamel. At the Presto booth, a new automatic toaster, scheduled to make its debut, was withheld because of materials shortages.

At Universal a completely restyled 1951 line of appliances was on display with emphasis on a newly designed Coffeematic with a matching toaster, and a newly styled Cook-A-Matic. Not shown, but talked about, was an improved Mixabland said to be forthcoming with a colored base.

A double-action knife sharpener has been added to the Oster line, according to John Oster, Jr. Some will be available early in 1951, and the retail price is \$12.95.

New features incorporated in the Casco 51 steam and dry iron include an Insular boiler which produces generous amounts of damp steam no matter how fast the iron is stroked.

At Freshn'd-Aire many viewed for the first time the triple-purpose Wall-Aire combination heater-dryer.

At West Bend the color theme was again in evidence—Flavo-Perk automatic percolators are now available in blue, gold, raspberry as well as in aluminum.

Dominion featured two new two-burner table stoves with push buttons for selecting heat desired.

Westinghouse announced their return to the mixer field with a new Food Crafter with controls mounted at the front of the handle. A plastic juicer was also a feature, although not very many were yet available.

KitchenAid's home size food mixer has been redesigned with a fool-proof mixing guide on the top handle. It retains the basic planetary mixing action of all KitchenAid mixers and has larger bowls.

At the Proctor booth, where sit-down ironing was the feature, their new Presurmat was conspicuous by its absence. Still on test only in selected areas, it was not shown because production has not reached national volume yet.

Fans. Streamlined, improved fans of the window, night cooling type, kitchen ventilators and hassock floor fans were very much in evidence at the Housewares Show.

(Continued on page 208)

## Key to Exhibit



F. E. BRECKENRIDGE, president of Automatic Washer Co., receives the key to the firm's newly decorated space in the Furniture Mart from H. C. Morgan, center, director of sales for the company. At right is J. W. George, manager of advertising and sales promotion.



# Another DuMont first

## ANOTHER MARK OF DISTINCTION FOR DU MONT DEALERS

DuMont has always pioneered in big picture television. When other manufacturers were featuring 7- and 8-inch picture tubes, DuMont was building sets with 10-, 12½- and even 15-inch screens. DuMont was first with the 19-inch tube; first with the 17-inch rectangular glass tube; first with the short-neck tube that made possible reduced cabinet depth. Now DuMont pioneers again with a giant, 30-inch tube for the world's largest direct-view picture . . . in a truly exquisite cabinet designed to enhance the decor of any room.

Continuous leadership in big picture television is only one reason why the DuMont franchise is so highly valued. DuMont engineering and research pioneering, precision manufacturing methods and preeminence in distinctive styling, build strong consumer preferences. These qualities mean increased sales opportunities for dealers fortunate enough to possess the coveted DuMont Franchise.

**30 inches**  
THE WORLD'S LARGEST TELEVISION PICTURE TUBE  
*Another DuMont first*

From the laboratories that have made possible television itself . . . from the endless research that for twenty years has pioneered each step on the road to ever bigger and better pictures . . . comes the magnificent DuMont Royal Sovereign . . . with its giant 30-inch tube . . . ushering in a new era in the beauty, power and glory of television. This Teloset\* embodies on an unrivalled scale all the famous and exclusive DuMont advantages . . . all the features that combine to produce the incomparable performance that is the hallmark of DuMont.

*first with the first in television*  
**DU MONT**

Copyright, 1951, Allen B. DuMont Laboratories, Inc., Television Receiver Division, East Paterson, N. J. and the DuMont Television Network, 515 Madison Avenue, New York 22, N. Y.

This advertisement, appearing in leading national publications during March, introduces The Royal Sovereign, with 30-inch tube—the world's largest direct-view television picture.

**DU MONT**

*first with the finest in Television*

TELEVISION'S MOST COVETED FRANCHISE

**NOW!  
NEW!**

## RADIANT Wall-Insert HEETAIRES

Automatic  
or  
Manual Control

Set it...and forget it!

Just set the thermo-  
static control dial—the  
HEETAIRE will  
automatically produce  
and maintain any  
desired temperature  
between 40° and 80° F  
—immediate healthful  
infra-red rays—turn-  
ing itself on and off  
as needed.

With BUILT-IN THERMO-  
STATS or MANUAL Con-  
trol 1000-1250-1500  
Watts... 120 and 240  
Volts ONLY 17 3/4" high  
x 12 3/4" wide!

WRITE for all the  
details—and the name  
of our nearest HEET-  
AIRE representative.

**Low Cost...Low Wattage**



MARKEL Built-In HEETAIRE Model 241 TE

Tested and listed under re-examination service  
by Underwriters' Laboratories, Inc.

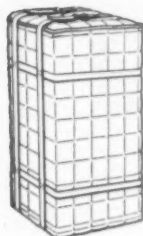


**MARKEL • LA SALLE**  
ELECTRIC PRODUCTS, INC. PRODUCTS INC.  
145 SENECA ST. • BUFFALO 3, N. Y.



**"Slingabouts" . . . vital  
to my Delivery Service",**

says H. O. Kline, Kline Transfer Co., Wilmington, Del.



"I depend on Slingabouts to boost safety and cut  
appliance delivery expenses," declares the owner of  
this hauling firm delivering for major Wilmington  
appliance dealers.

You can depend on Slingabouts' rugged jackets,  
soft lining and heavy, uniform padding for positive  
insurance against damage that repays its cost over  
and over through years of use. Slingabouts slip on  
and fasten quickly. A strong sling makes handling  
easier everywhere. Slingabouts fit major appliance  
makes of all kinds.

Ask about Wrapabouts for TV sets.



**SEND  
TODAY**

WEBB MANUFACTURING CO., 2918 N. 4th St., Phila. 33, Pa.

Send Slingabout prices for model # \_\_\_\_\_

Name \_\_\_\_\_ make \_\_\_\_\_

Address \_\_\_\_\_ Check Appliance \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Refrigerators  
Radio  
Range  
Washer  
Other  
(please specify)

## REPORT ON WHAT'S NEW AT CHICAGO

—CONTINUED FROM PAGE 206—

G-E featured two new fans—one a  
twin-fan portable window model  
with automatic time and tempera-  
ture controls, the other a louvered  
hassock model with twin blades.  
Both fans were scheduled to go  
into production in February and  
will be available in limited quanti-  
ties this year.

Kisco of St. Louis introduced a  
window fan mounted on rubber  
casters for easy portability from  
room to room. Sutton had a new  
junior model Vornado for table or  
wall, and there was talk of a new  
room air conditioner soon to come.  
At Air King a new deluxe hassock  
was featured, plus a self-selling dis-  
play unit for dealer stores.

Fasco Industries featured a port-  
able casement window fan that re-  
quires no installation costs and re-  
tails for \$29.95. Robbins and Myers  
had a new portable, reversible win-  
dow fan adjustable for windows to  
37 in. with a switch to control direc-  
tion of air movement available for  
immediate delivery.

Le John had a 3-way circula-  
tor which is suitable for use as a  
pedestal fan in one position, as a  
circulator in a down position, and  
when folded is converted into a has-  
sock type fan. This is the start of  
a new Le John fan line, and retails  
for \$49.95.

At NuTone emphasis was put on  
their kitchen ventilator. And at  
Atlas Tool a complete line of night  
cooling, window fans and attic fans  
was displayed.

**TV and Radio.** Seventeen and 20-  
in. rectangular tubes are featured  
in 1951 telesets. At Capehart-Farn-  
sworth, two 20-in. sets, a table and  
a console, and two improved radio-  
phonograph combinations were dis-  
played. A clock-radio was also  
shown.

Several new jeweled radios and  
an improved clock radio were shown  
at Crosley.

The Electronic Division of G-E  
featured a 24-in. teleset which has  
a chassis that is adaptable for color  
later. Also shown were several new  
clock radios in wooden cabinets.

Magnavox presented a new 20-  
in. TV console with a Magnavox  
record changer. Sixteen different  
cabinet styles were included in the  
1951 TV line and 11 cabinet styles  
in the radio-phono line.

Hallcrafters featured 17- and 20-  
in. TV sets with a dynamic tuner.  
Blonde, mahogany and oak cabinets  
are available. Deliveries were sched-  
uled for February 15.

All the Starrett telesets in their  
1951 line have 17- or 20-in. picture  
tubes. And the trend, according to  
Starrett's Herb Frank, is toward  
console models.

### TV Technician Lecture Bureau To Distribute Notebooks

A series of radio-TV service note-  
books originated by the Television  
Technician's Lecture Bureau for use  
in connection with lectures given by  
that group are now available from  
radio-TV parts distributors. In addi-  
tion, recordings of the lectures will be  
made available to distributors and to  
recognized radio and TV service asso-  
ciations.



More Manhours  
Saved per dollar  
spent with a "5505"



Rolls under load with  
minimum effort. 105  
degree angle gives  
right approach.

Lift load only 1/2 inch  
for balanced roll  
away position. Roll on  
ball bearings.

Only 1" clearance be-  
tween glider rail and  
fire bottom when start-  
ing climb.

1" tubular steel frame  
weighs only 55 lbs.  
provides maximum  
strength for 650 lb.  
loads.

### GLEASON "5505" Appliance Handler is easier to use!

The right way to handle ap-  
pliances is the easy way, with a  
Gleason "5505" Appliance  
Handler. Finger-tip balance  
under load, turns on a dime,  
big 10" ball bearing puncture-  
proof tire wheels. Heavy felt  
padded support plates, and  
safety web straps. 23 feet of  
securely welded steel tubing  
... topped off with a beauti-  
ful white finish. Ask your  
jobber, or write the factory.

**GLEASON CORPORATION**  
6511 W. State St., Milwaukee 13, Wis.  
DISTRIBUTORS: A few select territories still open  
for service-minded distributors.

**HERE  
IT IS!**

THE NEW **MODERN**  
*Automatic Electric*  
**WATER SOFTENER**

- Flick a switch—for complete, automatic re-  
generation.
- Sealed electric power unit—eliminates field  
service and adjustment.
- High capacity—210,000 to 420,000 grains weekly  
if desired.
- Fully guaranteed—10 year warranty.
- Triple-acting: softens—removes iron—filters  
sediment.
- Easily installed—plugs into any 110-115v A.C.  
outlet.
- Remote control optional at slight extra cost.

WRITE FOR DETAILS AND PRICES

**MODERN**

WATER EQUIPMENT COMPANY WEST CHICAGO, ILLINOIS  
WATER SOFTENERS • FILTERS • WATER HEATERS

# DULANE

THE FASTEST GROWING NAME  
IN ELECTRICAL APPLIANCES



*Original*  
**Fryryte**

Model  
F-4

AUTOMATIC ELECTRIC DEEP FRYER

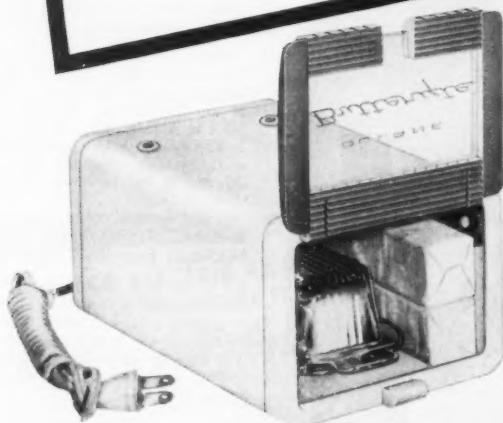
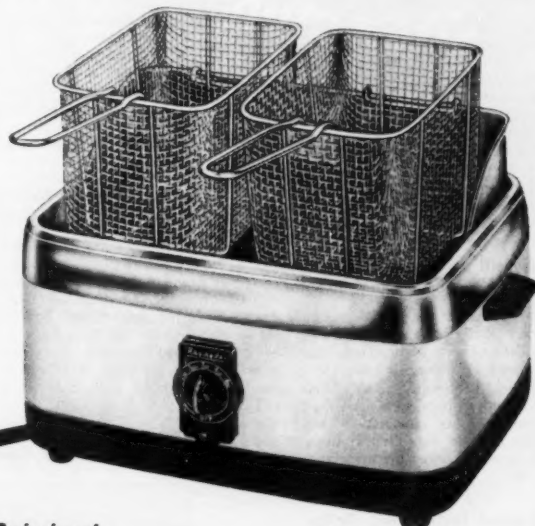
**Cooks MORE Food FASTER than  
any other domestic deep fryer**

It's not the outside dimensions that interest your customers in deep fryers—The big question is "How much can you cook in the shortest amount of time?" Fryryte cooking capacity—quicker heating and faster heat recovery makes Fryryte the outstanding deep fryer. It's engineered for greater efficiency, safety and customer satisfaction.



*Original*  
**Fryryte** Model  
F-3

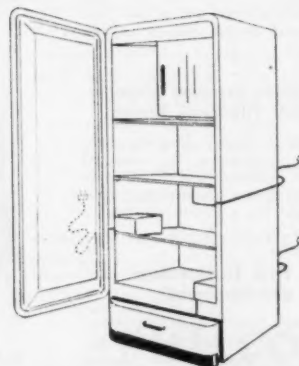
For exceptionally large families and for use in commercial kitchens the Fryryte F-3 has been specially designed. This jumbo sized fryer holds from 12 to 14 pints of oil or 12 to 14 pounds of shortening. Twin baskets permit cooking double quantities or two different foods at the same time. The F-3 Fryryte is available in three electrical ratings. Model F-3A 1650 watts, 15 amp. 110-120 A.C.; Model F-3B 2200 watts, (Special T Plug) 20 amp. 110-120 A.C.; Model F-3D 3200 watts (3 Prong Plug) 14 amp. 220-240 A.C.



*Original*  
**Butteryte**

ELECTRIC BUTTER  
CONDITIONER

The thermostatically controlled butter conditioner that keeps butter at any desired consistency in any type of refrigerator or ice box. Keeps butter just right for spreading or baking. Easily installed on any shelf as shown in illustration at right. Cord threads through door or lower bin without damage to refrigerator door gasket. Answers a long felt need in millions of homes.



Holds one full pound of butter in dish or ¼ pound butter dish plus two additional quarters. 1½ pounds may be inserted if no dishes are used.

**DULANE Inc.** • 8550 W. GRAND AVE. • RIVER GROVE, ILLINOIS





**THE JAMES** dishwasher was introduced to metropolitan New York dealers in late December at a showing sponsored by Dale Distributing Co. Posing with "James" are James Love, major appliance buyer at Stern's, Stanley Silber of the James staff and William Light, Dale sales manager.

#### Southern Distributors Sponsor \$500,000 Dishwasher Promotion

Twelve Youngstown distributors in the south and southwest are currently running a \$500,000 dishwasher promotion in which 165 retail kitchen dealers and over 200 of their salesmen will win free vacations. The promotion includes tie-ins with grocery chains which will give away 500 dishwashers. The dealers are competing for an April trip to Cleveland while the retail salesmen are after free trips to Havana or Monterey, Mexico.

#### Gopsill To Replace Weir As EEWA Managing Director

Thomas M. Gopsill, formerly secretary of the Eastern Electrical Wholesalers Assn., New York, has been appointed managing director of the group, succeeding G. V. Weir, who has retired because of illness. He will continue his association with the group as a consultant. Gopsill has been secretary of the association since 1946.

#### Capitol Distributors, Dallas Occupy New Headquarters

Capitol Distributors, Inc., Dallas, have occupied a new 28,000 square foot building in the Trinity industrial district of that city. It is the third time in the firm's three and a half year history that it has moved to new quarters.

#### Shreve Made Assistant Manager Of GESCO Pittsburgh District

Warren P. Shreve, formerly manager of transmission line material sales for General Electric Supply Corp., has been made assistant manager of the firm's Pittsburgh district. He joined the firm in 1938.

#### Newark Firm To Distribute Records and Phonographs

All-State-New Jersey, Inc., has been formed in Newark to handle distribution of Mercury and London FFR records, record accessories and phonographs. Melvin Koenig heads the new firm. Other officers include Irving Russell, Sherman Koenig and Sidney Koenig.

## DISTRIBUTOR NEWS

#### Moock Opens New Akron Branch With Double Former Space

Moock Electric Supply Co., Canton, Ohio, has formally opened its new four-story branch in Akron. The new location gives the firm 40,000 square feet of floor space, more than double what it previously had. In mid-January the firm also opened a new warehouse in Canton.

#### DonLouie Named Country Sales Manager for Sampson Co.

M. DonLouie, formerly representative for the company in central Illinois, has been appointed country sales manager for the Peter Sampson Co., Chicago.

#### Emerson Distributor Tries New Dealer Relations Step

A. Irving Witz, president of Emerson Radio of Pennsylvania and Emerson Radio of Florida, has instituted a new dealer relations program to maintain closer association with his customers in spite of pending shortages. Several times a month he plays host to small groups of dealers and their families at advance screenings of new films. Following the movie, the group is entertained at a local night club.

#### Goodman Named Manager For Exclusive Sales Corp.

Zee Goodman, former sales director of Wood & Cies Distributing Co., Los Angeles, has been appointed general manager and director of sales for Exclusive Sales Corp., Los Angeles distributor of Natalie Kalms television. Wolsey Barrett, Los Angeles area sales manager of Wood & Cies, has been made sales director of the firm.

#### Stringham Named Vice-President Of General Electric Supply

Warde B. Stringham, formerly manager of the firm's Chesapeake district, has been elected a commercial vice-president of G-E Supply Corp. He will be the firm's representative in Washington. The Chesapeake district has been split into two new districts with headquarters in Washington and Baltimore. Arthur L. Aiken will head the Washington operation and J. Walter Turner will be in charge of the Baltimore district with Charles W. Webster as assistant district manager at Baltimore.

#### Ott Distributors To Move To New Lemoyne Location

Ott Distributors, Inc., Paxtang, Pa., have announced plans to occupy a new building in Lemoyne, Pa., by April 1. The firm will have 12,000 square feet of floor space in the new building.

#### Dallas Distributorship Completes New Building

Melitto Electrical Supply Co., Dallas, Tex., has completed a 10,000 square foot building, the fifth in a unitized group now occupied by the company. The firm now has a total of 50,000 square feet of floor space for offices, shops, storage and display.

#### Collier Named Sales Manager Of Schwander Co., St. Louis

Edward B. Collier, formerly buyer of appliances for Stix, Baer and Fuller, has been appointed director of sales management for the Schwander Co., St. Louis. He had been with the department store for six years and prior to that operated several appliance and furniture outlets.

#### Honored as Top Coolerator Salesman



**CLARENCE POWERS**, left, of Bowers Wholesale Corp., Norfolk, Va., receives the key to the Buick he won for being named top Coolerator salesman of the year in the firm's \$100,000 "golden opportunity" contest for distributor salesmen. W. C. Conley, Jr., Coolerator vice-president in charge of sales, hands over the keys while John Wirtz, southeast district manager for the firm, looks on.

#### Honored on Retirement



**HAL NEWBOLD**, district manager of appliance sales for G-E Supply Corp., Chicago, receives a \$1,000 bill from Ken Brody, Hotpoint district manager. The occasion was a dinner honoring Newbold upon his retirement after 20 years with GESCO. Hotpoint dealers in northern Illinois sponsored the testimonial.

#### Bogart Co., Toledo, Transfers To Building on Cherry St.

H. G. Bogart Co., Toledo distributors of Norge, Stewart-Warner and Beauty Queen appliances, has moved to new quarters in the Wheeling & Lake Erie Railroad's office building and freight house at 1008 Cherry St. The move coincides with the firm's twenty-fifth anniversary and provides adequate off-street parking.

#### L & K Electric Provides Trip To Chicago for Top Dealers

L & K Electric Co., Binghamton, N. Y., and Hotpoint, Inc., recently played host to 38 dealers from the Binghamton-Elmira area on a trip to Chicago. Trip winners were judged on the basis of performance in a year-long sales contest last year.

#### Wear Made Manager of Graybar Office, Warehouse in Memphis

Ray L. Wear, formerly manager of the Savannah, Ga., branch of Graybar Electric Co., has been made manager of the firm's new warehouse and office in Mobile, Ala. W. B. Owens, formerly manager of supply and sales in the Atlanta office, has been made manager of the Savannah branch.

#### Scranton Electric Supply Co. Purchases Four Story Building

The Scranton Electric Supply Co. has purchased a four-story building in Scranton at a reported price of \$42,500. It was formerly occupied by the Broome Distributing Co., and contains approximately 20,000 square feet of floor space.

#### Marden Made Vice-President Of Paul-Jeffrey, Syracuse

Thomas H. Marden has been promoted from sales manager to vice-president of the Paul-Jeffrey Co., Syracuse. He has been with the firm for three years.

# ONLY PHILCO has it!



## 2 Doors

...with  
**FULLY**  
Automatic  
Defrost

yes, and  
**Priced Less**  
than ever before

Revolutionary New PHILCO DUPLEX **\$379<sup>95</sup>**  
8, 10 and 12 cu. ft. models... **UP** IN ZONE 1

In one sensational refrigerator, Philco combines the two most wanted features in public demand today—*Two Doors* and true, honest *Automatic Defrost*. Yes, no defrosting *anywhere* in the Philco Duplex. It's fully automatic—complete—so fast, frozen foods stay frozen, ice cream keeps firm. And at last, a *dry* 2-door refrigerator which automatically removes excess moisture. All at new low prices that bring the luxury of 2-door ownership within reach of many more buyers than ever before.

PHILCO ELECTRIC RANGES  
WITH THE EXCLUSIVE  
**Built-In Jiffy Griddle**

Like "Broil-under-Glass", it's another great contribution to electric cooking, offered only in a Philco.



ADVANCED PHILCO FREEZERS  
**More Food in Reach**

without  
stooping

Philco's exclusive sensationally popular sloping front design now available in two most wanted sizes, 8 and 12½ cu. ft.

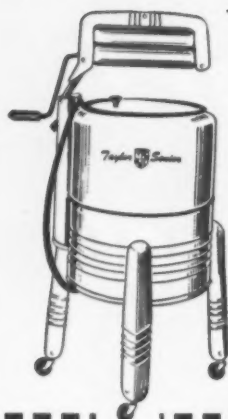


OTHER NEW 1951 MODELS FROM **\$209<sup>95</sup>**  
9, 11 and 13 cu. ft.—all with full length door. Sensational values in every size from 7 cubic feet up. IN ZONE 1

"Prices subject to change without notice."

## PHILCO

*Famous for Quality the World Over*



These little washers mean big business today . . . in the growing market for time-saving, space-saving, budget-priced appliances . . . more and more people ask for Taylor Junior (\$49.95 with wringer) and Taylor Senior (\$69.95 with wringer and drain pump).



We're working at top capacity to meet the growing demand for these little washers with big washer performance . . . but we must ask you to allow a little more time for delivery of your orders these days.

**THE TAYLOR CORP.**  
ALLIANCE • OHIO

## instead of two ONE MAN DELIVERS APPLIANCES



WHEELS SWING FORWARD FOR LOADING . . . BACKWARD TO BALANCE LOAD

**EASLOAD APPLIANCE TRUCK**

slides up and down stairs.  
slides in or out of delivery trucks.  
rolls under the load easily.

**Deliveries are easy...less costly... safe...** with an Easload Appliance Truck! EASY because the load is balanced over the wheels. LESS COSTLY because the Easload saves the expense of an extra man. SAFE because the appliance is strapped on and cinched tight with a ratchet-type cincher. Rubber pads protect the appliance.

The Easload rolls under appliances on two small rubber wheels. Large wheels are equipped with roller bearings and 10x2.75 cushion tires; they lock in load balancing and loading positions; are released by pedal.

Save the cost of an extra man—order yours today . . . only **\$53.50**.  
F.O.B. Los Angeles

**COLSON EQUIPMENT & SUPPLY CO.**  
1317 Willow Street • Los Angeles, Calif.



## DISTRIBUTORS APPOINTED

### Air King Products Co., Inc.

Six new distributors of Air King television sets have been announced.

Graybar Electric Co., Indianapolis, Ind.  
Radio Distributing Co., South Bend, Ind.  
Exclusive Sales Corp., Los Angeles, Calif.  
Raycraft Corp., Oakland, Calif.  
Major Appliance Corp., Boston, Mass.  
Ramsey-Bennett Co., Cleveland, Ohio.

### Air Marshal

New York Telecoin Corp., New York, N. Y., has been named metropolitan distributor of Air Marshal television sets.

### Conlon Bros. Mfg. Co.

Motorola - Detroit Co., Detroit, Mich., has been appointed a distributor of "White Way" washers.

### Bendix Radio

Lincoln Electronic Supply Co., Boston, Mass., has been made a district merchandiser for Bendix radio and television.

### Coolerator Co.

Four new distributors have been named by the Coolerator Co.  
Graybar Electric, Cincinnati, Ohio  
Graybar Electric, Dayton, Ohio  
Adams Distributors Co., Inc., Boston, Mass.  
Maloney Distributing Co., Omaha, Neb.

### Packard-Bell Co.

Three new distributors have been named by Packard-Bell Co.  
James M. Baldry, San Diego, Calif.  
Laurence L. Frinchaboy, San Diego, Calif.  
Mahlman Distributing Co., Riverside, Calif.

### Stromberg-Carlson Co.

Radio Television Supply Co., Inc., Los Angeles, Calif., has been named distributor of Stromberg-Carlson radio and television.

### Tele-Tone Radio Corp.

Mutual Appliance Co., Buffalo, N. Y., has been named a distributor of Tele-Tone products.

### Whirlpool Corp.

Lee Distributing, Buffalo, N. Y., has been made a distributor of Whirlpool home laundry equipment.

### Jud Whitehead Heater Co.

Associated Distributors, Inc., Indianapolis, Ind., has been made a distributor of Jud Whitehead water heaters.

### International Harvester Co.

Radio and Appliance Distributors, Inc., Chattanooga, Tenn., has been made a distributor of International Harvester refrigerators and freezers.

### Mitchell Mfg. Co.

Associated Distributors-New Jersey, Inc., Newark, N. J., have been named distributors of Mitchell air conditioners.

*Sell  
Summer  
Comfort...*



*Sell  
MEIER WINDOW FANS*



20" Electrically Reversible



16" Breeze-About deluxe



14" Breeze-About standard



20" Cadette

You can sell Meier fans with confidence. Meier has pioneered the modern design in today's window fans . . . equipped with Nu-Air "offset" Quiet propellers, original with Meier; and the new, original "Rubberde" which provides non-metallic contact between blade and motor. Meier fans offer Smart Styling • New Silence • Unexcelled Performance • Priced to Sell • Customer Satisfaction. Sell Meier Summer Comfort!

Ask your jobber or write direct for information on the Meier COMPLETE line.



Famed for dependability throughout the world  
**MEIER ELECTRIC & MACHINE CO., INC.**  
3823 E. Washington Street • Indianapolis 7, Indiana



# everyone's plugging—

TO HELP YOU SELL MORE

## ELECTRIC HOUSEWARE GIFTS

for MOTHER'S DAY • FATHER'S DAY • JUNE BRIDES • ANNIVERSARIES



Here's your connection for Larger Profits  
during APRIL—MAY—JUNE



Why it pays you to tie-in with this long-range industry-wide campaign to promote electric housewares as first choice for every gift occasion

1. An all-occasion gift campaign will create continuous and new consumer traffic for your Electric Housewares department.
2. You get higher ticket sales. Gift buyers are not price buyers.
3. Gift theme permits continuous promotion for any basic electric houseware stock.
4. Electric Housewares as all occasion gifts supply the reason and volume to make it a major contributor to overall volume.
5. Capture dollars now spent for "frivolous" gifts.
6. Build for future business by establishing a year-round gift market starting now.

SEND for Free Retail Display Kit of attractive posters and streamers!

ENTER Electric Housewares Display Contest and win awards for most successful Electric Housewares Gift Window!

ORDER your Electric Housewares Gift Certificates to simplify selling!

### ELECTRIC HOUSEWARES SECTION

National Electrical Manufacturers Association  
New York 17, N. Y.

### WHAT YOU SHOULD DO FOR A MOST PROFITABLE TIE-IN

1. GET CONTINUOUS EXTRA TRAFFIC AND SALES VIA A PERMANENT ELECTRIC HOUSEWARES GIFT SECTION IN YOUR STORE OR DEPARTMENT.
2. "MERCHANDISE" EVERY NATURAL GIFT PROMOTIONAL OPPORTUNITY IN YOUR PERMANENT DISPLAY AND OTHERWISE including Mother's Day, Father's Day, June Brides, Anniversaries, Birthdays.
3. USE THE OFFICIAL INDUSTRY DEVELOPED DISPLAY KIT TO TIE-IN YOUR STORE with the theme to be seen in national advertising of participating manufacturers.
4. SHOW A "GIFT WRAPPED" ITEM IN EVERY ELECTRIC HOUSEWARES DISPLAY WINDOW OR IN STORE.
5. USE THE GIFT CERTIFICATE ANGLE WHICH WILL CLOSE MANY SALES FOR ELECTRIC HOUSEWARES AND CREATE ADDITIONAL TRAFFIC FOR YOUR STORE. Your distributor will soon show you suggestions for this idea.

MAIL THIS  
COUPON  
TODAY  
FOR YOUR  
FREE  
SELLING  
AIDS

ELECTRIC HOUSEWARES SECTION  
National Electrical Manufacturers Assn.  
155 East 44th Street, New York 17, N. Y.  
Please send me  
☐ Free Electric Houseware Retail Display Kit  
Store \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
Attention \_\_\_\_\_

only JUICE KING has

# Roto Action

Cutting Mechanism  
QUICK—FOOLPROOF!



\$3<sup>95</sup>

## Juice King

CAN OPENER

Sell JUICE KING and you sell the most dependable can opener made.

- Exclusive "ROTO ACTION" cutting mechanism—dependable... fool proof.
- No extra levers to set.
- Finish is enamel and sparkling chrome.
- Available in white, red, yellow or all chrome.
- Knife removable for easy cleaning.

JUICE KING  
HOME JUICER  
Model JK-35 (illustrated)  
Single stroke action.  
Removable cup. Attractively finished enamel and chrome. \$7.95.  
Other models from \$5.95



NATIONAL DIE CASTING COMPANY  
Touhy Ave. and Lawndale, Chicago 45, Illinois

## LEAGUE ACTIVITIES

### Schuele Re-Elected President Of Cleveland Electric League

Karl R. Schuele has been re-elected president of the Electric League of Cleveland by the association's board of directors. Will T. Clark of the Cleveland Electric Illuminating Co. has been named first vice-president with John G. Lee of WESCO as second vice-president. Stanley E. Strunk was re-elected secretary-manager and C. W. Fick was named treasurer. New directors include C. E. Kirkpatrick and Adam S. Green.

### Shreveport Dealers Club Elects Gross Williams

Gross Williams has been elected president of the Electrical Appliance Dealers Club of Greater Shreveport. Named to assist him were V. N. Ashley as vice-president and V. W. Wiloughby as secretary-treasurer.

### Glenn Young Named To Head Kansas City Association

Glenn S. Young has been elected president of the Electric Association of Kansas City. Assisting him as vice-presidents are T. Lewis Jones, C. P. Hass, K. G. Gillespie, Fred M. Sholders, Oscar A. Olson, John D. Hilburn and Arthur G. Miller. C. M. Anderson is now secretary-treasurer.

### IAEL To Hold 1951 Convention In New Orleans in October

Members of the International Association of Electrical Leagues have voted to hold the group's 1951 convention in New Orleans in the fall. Although definite dates have not been set, it will presumably be scheduled for the "forepart of October," according to O. C. Small, corresponding secretary of the IAEL.

### Grand Rapids Dealer Group Elects Griffin President

William J. Griffin has been elected president of the Grand Rapids Radio and Appliance Dealers Assn. Calvin Foster was named vice-president with Paul Bond secretary and Carl Huber treasurer.

### Memphis Dealer Association Names Morris to Presidency

Howard Morris has been named president of the Memphis Retail Appliance Dealers Assn. with Ben Gruber as vice-president. Ray Biggs will be secretary with S. C. Pearl as treasurer. Morris succeeds C. D. Akers, Jr., as president.

### Electric Association Meeting Marks Chicago Electric Week

Over 1,000 persons attended a dinner meeting of the Electric Assn. of Chicago early in February as the high spot in observance of Chicago Electric Week. Plans for expansion of all promotion activities of the industry in Chicago during 1951 were revealed at the dinner, first membership meeting of the group in many years.

Harry Alter, newly-elected president of the group, was inducted into office during the meeting. He succeeds Axel Kahn who becomes treasurer. John Price has been named vice-president with managing director Clifford Simpson serving as secretary.

## CRAWLS On Roller Bearings up and down steps.

### Everybody likes this APPLIANCE TRUCK!

The ideal truck for every purpose! No lifting... no fatigue... carries a full load safely up and down stairs and crawls over obstructions. Your men will appreciate the Escort truck.

#### Ideal For Handling:

- Refrigerators
- Water Heaters
- Gas and Electric Ranges
- Music Machines
- Any appliance



Escort  
HAND TRUCKS  
Catalog on Request  
Stevens Appliance Truck Co.  
Old Savannah Road, P. O. Box 897  
Augusta, Ga.

## JUST OUT! 1951 Trade-In Guide

The National Appliance Trade-In Guide — the only reference book covering these 6 groups of major appliances:

- Vacuum Cleaners
- Electric Ranges
- Refrigerators
- Gas Ranges
- Freezers
- Washers

Single copy — \$5.00  
6-24 copies — \$4.00 each

Show your customers you are offering them a square deal by showing them authentic, up-to-date valuations of their used appliances! National Appliance Guide helps you promote trade-in deals on a sound, profitable basis. Now, with the purchase of each 1951 National Guide, we send you without additional cost a copy of the valuable National TV Data Handbook. Lists more than 800 TV receivers marketed by 28 manufacturers from 1946 through 1950.



NATIONAL APPLIANCE GUIDE COMPANY  
Dept. F, 20 N. Carroll St., Madison 3, Wisconsin

SEND ☐ copies of 1951 National Appliance Guide (see prices above) (with TV Data Handbook at no additional cost)  
SEND ☐ copies of National TV Data Handbook (only) at \$1.00 per copy.

Name.....

Address.....

City..... Zone..... State.....

Check ☐ or Money Order ☐ enclosed

## SEE NO EVIL



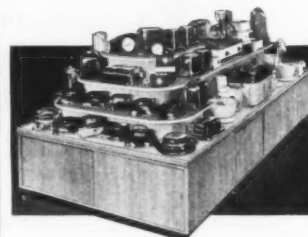
It is evil to gloat upon man's errors. But only a monkey blinds his eyes to the evils man suffers. We must open our eyes to the facts of cancer in order to defend ourselves against this dreaded scourge. For humanity's sake — and our own preservation — we must support the crusade against this mortal enemy of man.

GIVE TO  
CONQUER CANCER

AMERICAN  
CANCER  
SOCIETY

## FLEXO-STEP

Modern... Popular  
Store Fixture



Displays Any Size Or  
Shape Appliance

Add Sales Co. is making an amazing offer on a new store fixture with individual removable steps. FLEXO-STEP displays all types of merchandise in the "Buying Range" where it is easy to see... easy to handle and easy to buy. Dealers who have been testing FLEXO-STEP find a big increase in self-service and impulse buying. Selling costs drop. Profits rise. FLEXO-STEP fixtures are built of strong veneer and have handy storage space. You are invited to write for Free illustrated folder.

ADD SALES CO.

714 Commercial, Manitowoc, Wisconsin

# BENDIX HOME APPLIANCES PRESENTS

## "WHITE MAGIC"

**The most amazing washer  
demonstration in automatic  
washer history—and it only takes minutes!**

A wrapped-up, buttoned-up traffic-builder with the glamour of a magic show, the punch of a heavyweight, the profit potential of a diamond mine!

**IT'S NEW!  
IT'S TESTED!  
IT'S TERRIFIC!**

What's the deal?—How does it build traffic?—Make sales?

Just this. Washables—smeared with catsup, with hair tonic, with soy sauce, with jam—even iodine—are washed *by you* the Bendix "White Magic" way. Right in front of an audience of interested women!

It's fast! It's staged dramatically—with props, with banners—in just a few minutes. *Proof* that the hardest boiled woman can't deny—because she sees it with her own eyes.

The complete promotion kit is yours. With handbills, mailers, dealer mat ads—store banners and displays—and the hottest traffic premium in years—at a price so low you won't believe it. Yet dealers who have pre-tested this greatest of promotions say it's the most astonishing—and hardest-selling—demonstration they've ever presented!

**A FREE GIFT!**—to every woman—worth a dollar at retail—and every woman who launders at home wants one!

**A FREE SHOW!**—that proves positively and dramatically that Bendix "White Magic" makes even hard-to-get-out dirt disappear!

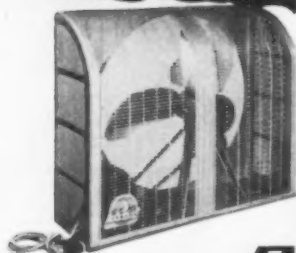
**Get in and get going  
with "White Magic"**

—see your Bendix distributor for more information





# Extra Profits EASY AS 1-2-3 WITH Viking WINDOW FANS



**1** A BIG fan . . . big enough to cool an entire home or apartment of average size—moves 3100 cubic feet per minute. Single or 2-speed models. Competitively priced but with an extra long margin of profit.



**2** Viking Window Fan Display . . . shows customers how Viking home cooling works. A demonstrator that really sells fans. Hundreds of displays sold for \$8.00, but you can get one free . . . see below.



**3** Unique Viking VADNIT, redeemable for \$3 towards liberal local co-op advertising. You get one Viking ADVERTISING UNIT for each fan you buy. ONE DISPLAY FREE for just 3 Vadnits. Write for complete Viking deal and name of nearest jobber.

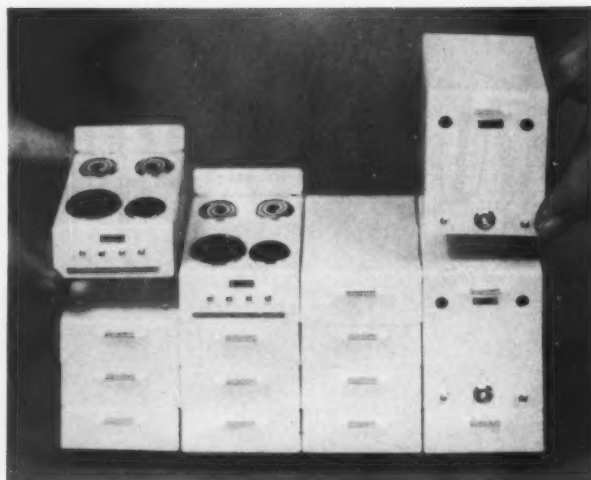


**AIR CONDITIONING CORP.**  
5601 Welworth Cleveland 2, Ohio

Send me facts about the longer margin for extra profit on Viking Window Fans.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

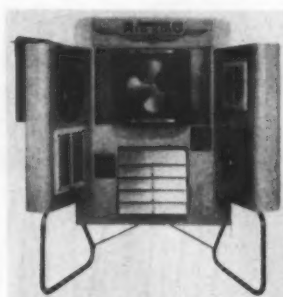
## DEALER SALES HELPS



**FIFTEEN-PIECE** white plastic scale models of Universal Select-A-Range available to Landers, Frary & Clark dealers. For windows or on-the-spot kitchen planning.



**FOR RURAL DEALERS,** Westinghouse offers this sales display of electrical equipment most needed and called for by farmers. Contains motors, motor controls, welders, lighting and heating equipment, mounted on wired board for demonstration.



**FLOOR DISPLAY** for wall, window and ceiling Air King fans is offered dealers by Berns Mfg. Corp., Chicago. Display is completely wired for actual operation. Uses 60x24 in. of floor space.



**VISUAL PROOF** of the cold-making power of the Westinghouse refrigerator motor is demonstrated in this display. The hermetically sealed 1/6 h. p. motor compressor is shown lifting the refrigerator on the platform.

## WORLD FAMOUS State

The Finest Sewing Machine in the Low Price Field  
WITH LIFETIME  
GUARANTEE



The Right Sewing Machine at the Right Price!

\$8 models to show, sell and SELL! Main parts interchangeable with those of principal brand.

DOES ALL TYPES OF SEWING  
ZIG ZAGGING and BUTTON HOLLING,  
Darning, Mending, Monogramming, Double  
Lock Stitching, Reverse and Forward Binding,  
Embroidery, Hemming, Tucking, Pleating,  
Ruffling, Quilting, Shirting, Hand Rolling  
with simple slip-on attachments.

### State

SEWING MACHINE CORP.  
11 W. 42nd St., Dept. EM3  
N. Y. 18 . . . Pennsylvania 6-7157



HOME PROTECTION

New  
**FIRE GUARD**  
FUSE COUPLING

**A BIG VOLUME, FAST MOVING PROFITABLE SPECIALTY!**

Guards against fires caused by damaged electrical cords. Holds fuse small enough to give fire-safety protection. Shuts off danger point from main line — automatically. Fits any standard wall outlet. Saves time and inconvenience — locates damaged cord immediately and makes it possible to change fuse in lighted room.

**FIREGUARD** opens new markets . . . every wired home is a prospect, and almost every office and store. **CONTACT YOUR JOBBER** Contact your Jobber today. Write us for detailed information . . . giving us your Jobber's name.

**F. H. SMITH MFG. CO.**  
NATIONAL SALES OFFICE  
3628 SOUTH BLAKE ST. - CHICAGO 9, ILLINOIS

## Appliances in the Magazines

### WOMEN'S SERVICE GROUP

#### Ladies Home Journal

"Casual Country Kitchen," by Gladys Taber—*Journal*, March—an L-shaped kitchen designed by decorator-designer Stephenson, who has been working on the *Journal* kitchen series for the past five years. This one is for his own home.

#### Woman's Home Companion

"Old-Time Coziness With Modern Magic," by Bernice Strawn—*Companion*, March—latest ideas in cooking, laundry, refrigeration, plus air conditioning for planning a kitchen. "Save Your Energy," by Dorothy Shaw—tips for getting more work done with less energy.

#### Good Housekeeping

"A New View of the Sewing Machine," by Helen W. Kendall and Elizabeth C. Ramsay—*Good Housekeeping*, March—four pages devoted to sewing machines, plus an illustration of the new *Good Housekeeping* sewing center. "The Hope Chest," by Lee Chapman—a service for brides—mixers and blenders are discussed.

#### McCall's

"Mrs. Alben Barkley says: 'This Is How I Keep House In Kentucky,'" by Elizabeth Sweeney Herbert—*McCall's*, March—No. 19 in a series.

#### Today's Woman

"New Ease In Home Sewing," by Ruth Gaffney—*Today's Woman*, February—outlining advantages of owning one of the new sewing machines with the many new attachments. "Waffles In A Dozen Flavors"—plain or fancy, a perfect part of any meal.

#### Household

"Rainy Days Are Wash Days When You Own A Clothes Dryer," by Dahy D. Barnett—*Household*, February—a comprehensive review of dryers.

#### True Story

"Does Ironing Take the Starch Out of You?" by Helen Budd—*True Story*, February—new equipment and new methods save time and trouble in ironing.

### HOME SERVICE GROUP

#### Better Homes & Gardens

"Get The Most From Your Vacuum Cleaner"—by Doris Adams—*Better Homes*, February—attachments take



ATTENDING the annual meeting of American Home Laundry Mfrs.' Assn. in Chicago were, left to right: Eloise Davison, consultant, New York City; Prudence Dorn, *Everywoman's*; Frances Madigan, *Better Homes & Gardens*, Des Moines; Jessie Bakker, *Family Circle*; Eleanor Cook, *McCall's*; and Charlotte Conway, *House Beautiful*, all of New York City.

the time, energy and disposition troubles out of vacuum cleaning. "These Make Your Job Easy"—appliances that save energy. "Deep-Fat Fry The Easy Way," by Ann Hodge—pictorial how-to-use the new deep-fat fryers plus menus. "They Switched to TV And A New Kitchen"—by Florence Byerly.

#### House Beautiful

"Let Your Kitchen Do The Work"—by Charlotte Conway—*House Beautiful*, February—this modern American style house has a combination kitchen-laundry in a space 22½ x 13 ft.

#### House & Garden

"Recipe For Hospitality"—*House & Garden*, February—several kitchen arrangements—a country kitchen, a living-kitchen and a party-kitchen.

### FARM GROUP

#### Farm Journal

"Mrs. Maule's Mahogany Kitchen"—*Farm Journal*, February—includes a compact laundry room. "Fresh Start For An Old House," by Rachel Martens—the kitchen has also been remodelled.

#### Progressive Farmer

"Let's Have A Cup of Coffee," by Oris Cantrel—*Progressive Farmer*, February—and see what else can be done with the coffee maker.

### GROCERY CHAIN GROUP

#### Woman's Day

"Special Finishes—Today's Fabric Miracle," by Mary Louise Chorley—*Woman's Day*, February—a review of new fabric finishes.

#### Family Circle

"I'm Taking Care of What I Have, Says Mrs. Britton," by Helen Morrison—*Family Circle*, February—this homemaker is taking steps to make her appliances last longer. "Man Modeled Kitchen," by Jessie Bakker—a miniature scale model helps in kitchen planning. "As Modern As The New South," by Gladys Miller—includes a kitchen simple and spacious.

### HOME ECONOMICS GROUP

#### Forecast

"Rain Or Shine—Leave It To The Dryer," by Beatrice Mabry—*Forecast*, February—review of automatic dryer features.

**"ONE MAN CAN DO A CREW'S WORK with**

**VENCO**

**tailgate loader"**

**... for ½, ¾, 1 ton trucks**

heavy channel shaped uprights • beveled tailgate extension • ratchet holds at any position • tailgate closes flush to truck

Yes, the one-man VENCO loader means easier, more economical, more efficient delivery. It has a 600 lb. capacity, is simple to install and operate. VENCO can build business, can prevent injury to personnel or damage to merchandise, so don't suffer any longer with old fashioned loading methods—order VENCO today!



puts the "pickup" in your pickup truck

at half the cost of comparable loading equipment.

● For **FREE** literature and name of nearest truck equipment dealer write:

The VEN corp.

2832 NEWELL ST., Dept. B  
LOS ANGELES 39, CALIF.

## One Minute

- Makes More Friends...
- Makes More Money for Profit-Wise Dealers

One Minute Runs and Runs and Runs.

Every One Minute Washer in every price range has One Minute's exclusive, quiet running, auto-type gear... the trouble-free gear... for week after week, year after year satisfaction.

Style, Yes—Longer Lasting, Too Because the new 1951 style line of One Minute Washers are beautiful, they sell readily. But down under—in the auto-type gear with but five moving parts—the sturdy, massive wringer head assembly, the ruggedly braced, heavier than average steel chassis, assure dealers of less time spent on trouble, more profit money kept in the bank.

Get A One Minute Dealership Now This is a good time to investigate One Minute—the extra profit line that's built to last longer. Write us for complete information.

**ONE MINUTE WASHER CO.**

Dept. E. KILLOGG, IOWA  
Washer Craftsmen Since 1898



- SPEED
- ECONOMY
- PERFORMANCE
- LONGER LIFE
- PROFITS

# MERCHANDISING SUPPLEMENT



## CUT delivery time, SAVE unnecessary damage and work with the YEATS APPLIANCE DOLLY

Second story delivery problems are ended when you use the dolly with the caterpillar STEP GLIDE. This unique feature eases the largest appliances over stair edges without any marring. Aluminum alloy frame, 56" tall, has smooth runners on back for easy off-on truck loading, curved cross members in front for round appliances and is padded with felt. 14" web strap fastens appliances tight with the patented (30 second action) strap ratchet—a Yeats exclusive. Write for full information.

Yeats Appliance Dolly Sales Co.

2124 N. 12th St.  
MILWAUKEE 5, WIS.



## ARMATURES REWOUND

AS LOW AS

\$2.35

FRACTIONAL HORSE-POWER

ARMATURES REWOUND



Price lists on armatures and vacuum cleaners parts sent on request.

ARMATURE DIVISION

PENN APPLIANCE DISTRIBUTORS, INC.

126 S. 2ND ST.  
HARRISBURG, PA.

For: Vacuum cleaners, electric tools, business machines, polishers, sanders, grinders, and all small appliances.

For: Experienced workmanship and prompt service. Try "Penn" guaranteed armatures.

## Modern Appliance Displays Need LIGHTED MOTION!

The Action Display-Way To Boost Your Sales!

**ROTO-SHO**  
ELECTRIC TURNABLES

THE OLDEST NAME in turntables assures you profitable, trouble-free operation. Used by merchants nationwide for unusual action displays. Model 712 ROTO-SHO (illustrated) revolves 3 times a minute, permits novel, self-contained lighting effects as well as operation of electrical devices. Table 18" diameter. A.C. only. Sturdy steel construction. Guaranteed. Write today for complete turntable catalog including build-up fixtures!



- Carries up to 200 lbs
- Lights turn with table

GENERAL DIE AND STAMPING CO.  
Integrity Since 1919  
Dept. 65, 267 Mott St., New York 12, N. Y.

**FREE** Our 482-page Catalog of **FREE** Washing Machine & Vacuum Cleaner Parts. Save money by ordering all your supplies from one dependable source.

Quality, Service, Low Prices

MIDWEST APPLIANCE PARTS CO.  
3848-51 W. Fullerton Ave. Chicago 47, Illinois

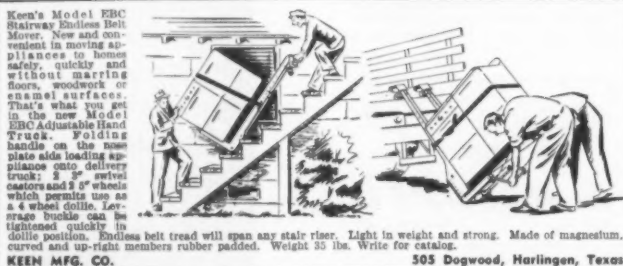
## ELECTRIC RANGE PARTS

UNITS — SWITCHES  
ASBESTOS COVERED WIRE  
RESISTANCE COILS

Standard Electric Stove & Mfg. Co.  
831 W. Central Avenue Toledo, Ohio

## WHERE TO BUY

Vacuum Cleaner Repairs.  
Prompt, efficient service guaranteed. Low prices on rebuilt cleaners. Parts, United.  
2081 Boston Rd., Bx. N. Y. Da 3-9984.



KEEN MFG. CO.

505 Dogwood, Harlingen, Texas

## RESISTANCE COILS IN STOCK

SPECIAL COILS MADE TO ORDER  
SEND CARD FOR STOCK LIST AND PRICES

Standard Electric Stove & Mfg. Co.  
831 W. Central Ave. Toledo 10, Ohio



## MEND-IT-SLEEVE

Permanently repairs broken coils in electric appliances and industrial equipment. Applies to: electrical wiring, and all similar uses. Made in U.S.A.  
Time-Tested-Successful-Economical  
Write for Catalog  
MEND-IT-SLEEVE CO.  
Invent broken ends into sleeve. Crimp tight with pliers. 336 Bonita Ave., Piedmont 13, Calif.

**WESTWARD**  
WASHING MACHINE CO.  
Manufacturers of Parts  
7400 St. Aubin Detroit 11, Mich.

## HAND TRUCKS for Safe & Easy handling of

RANGES, REFRIGERATORS,  
DEEP FREEZE AND AIR  
CONDITIONING UNITS,  
RADIO & TELEVISION  
SETS.

SELF-LIFTING PIANO TRUCK CO.  
FINDLAY, OHIO



## ELECTRICAL HEATING UNITS

Send for our bulletin "EM-1" on Electrical Heating Units and Nichrome Elements of all types of Gemco products.

PHILLIP ADISON  
2608 Bailey Ave. Bronx 63, N. Y.

## NEW ADVERTISEMENTS

Copy must be received by the 12th of the month to appear in the issue out the following month.

## LETTER TO THE EDITOR

### Life-Lewyt Promotion

To the Editor:

We were delighted at the coverage which ELECTRICAL MERCHANDISING gave to Sues, Young and Brown, Lewyt and Life promotion in the February 1951 issue. However, so that none of your dealer-readers have an erroneous impression about how such promotions operate, I would like to explain more fully.

You stated, "Sues, Young & Brown, Life magazine, and the cooperating dealers all contributed to the promotion. The magazine agreed to furnish 2,000 copies of its October 2 issue, 1,000 one-year subscriptions at wholesale price, material for 300 window displays, plus mounted reprints of the Lewyt advertisement."

That is not quite accurate. For the record, Sues, Young & Brown purchased the 2,000 copies of the October 2 issue, in which the Lewyt ad appeared, from a local office of the American News Company, which distributes Life throughout the country. Life subscriptions were purchased by dealers participating in the promotion at the prevailing rate, which at that time was a Christmas offer available to anyone.

Prompting me to write this letter was the important reason that so many promotions in the retail field involve "giveaways" of so many materials and services. In this case, it would be unfair not to credit the distributors and dealers who have made such an important investment themselves.

Our thanks again for the overall story coverage; I hope that you will understand our position in explaining the workings of such an important promotion.

GEORGE C. FANNING, JR.  
Retail Sales Promotion  
Home Equipment Manager  
Life  
Time & Life Building  
New York 20, N. Y.

## SEARCHLIGHT SECTION

(Classified Advertising)

EMPLOYMENT • MERCHANDISING  
SELLING — USED OR BUSINESS  
OPPORTUNITIES

### UNDISPLAYED RATE

\$1.50 a line. Minimum 4 lines. Count 5 average words as a line. INDIVIDUAL EMPLOYMENT WANTED undisplayed advertising rate is one-half of undisplayed rate, payable in advance.

BOX NUMBERS—Care of publication, count as 1 line.

### DISPLAYED RATE

Rate: \$10.25 per inch for all advertising other than contract. Contract rates on request. AN ADVERTISING INCH: 1/4" on one column, 4 columns—48 inches—to a page.

REPLIES (Box No.): Address to office nearest you  
NEW YORK: 320 W. 43rd St. (19)  
CHICAGO: 520 N. Michigan Ave. (11)  
SAN FRANCISCO: 68 Post St. (4)

### BUSINESS OPPORTUNITY

#### Business for sale.

Refrigeration and Appliance Business established 1913, sales over 125,000. Inventory new merchandise 50,000. Population over 100,000. Fastest growing city in Southwest. BO-8909. Electrical Merchandising.

#### Best location.

bottled gas, television appliance store for sale. Northern Indiana, money maker—Illness. Write BO-8999, Electrical Merchandising, 520 N. Michigan Ave., Chicago 11, Ill.

### SPECIAL SERVICE

#### Wanted—Field Service

assignments Electrical and for Mechanical Equipment, operating in Westchester County, N. Y. Nineteen years experience in major and traffic appliance repair. Address details to P. O. Box 135, New Rochelle, N. Y., for resume.

## What Makes a Mailing Click?

Advertising men agree . . . the list is more than half the story. McGraw-Hill Mailing Lists, used by leading manufacturers and industrial service organizations, direct your advertising and sales promotional efforts to key purchasing power.

In view of present day difficulties in maintaining your own mailing lists, this efficient personalized service is particularly important in securing the comprehensive market coverage you need and want. Investigate today.

for Results



McGraw-Hill  
DIRECT MAIL LIST SERVICE

McGraw-Hill Publishing Co., Inc.  
DIRECT MAIL DIVISION  
390 West 42nd Street, New York 18, N. Y.

## This MERCHANDISING SUPPLEMENT Section

is an adjunct to other advertising in this issue with these additional announcements of products and services of special interest in the sale and servicing of electrical appliances and in other merchandising opportunities.

Electrical Merchandising



"ONE NICE FEATURE ABOUT THESE RECORDS—THEY'RE BREAKABLE."



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*This index is published as a convenience to the readers. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING assumes no responsibility for errors or omissions.*

## *Enlisting the Distributors*

**I**N the months ahead when successive cutbacks may make appliance shortages even more acute than they are today, distributors and dealers should ponder carefully a number of manufacturers' plans for utilizing their skilled workers and available floor space. During the last war when appliances virtually disappeared, manufacturers were able to convert their own production facilities to war goods, but the distributing trades were left empty-handed. True, many of them found other lines to handle and a still larger number managed to eke out a precarious existence on parts and servicing, but no plans were formulated to enlist their skills and facilities in the war effort, or to help them bridge the gap until the production of civilian goods could be resumed.

At the time of writing, at least four manufacturers have taken steps to see that this sorry state of affairs is not repeated in the present mobilization and defense effort. They are not activated by entirely altruistic motives. Memories of the last postwar period when herculean efforts were required to rebuild shattered distributing and sales organizations are all too vivid. If present plans materialize, those distributing and retailing groups would be provided with a means of cooperating directly in the war effort and would, at the same time, be retaining their business identity and structure.

**T**HE original plan was sponsored by the Belmont Radio Corp. (Raytheon). Called the "Electronic Dispersed Manpower Plan," it provided for the employment of the company's television and radio distributors to act as subcontractors under Belmont's war contracts. Simple sub-assembly jobs would be turned over to distributors who, in turn, would assign them to those dealers with sufficient equipment, skilled service men and space to fulfill them. In addition, the plan visualizes the employment of distributors' salesmen to act as production co-ordinators, expeditors of scarce materials and inspectors of finished work. Some 30 percent of Belmont's production of electronic equipment in the last war called for just such simple sub-assemblies and the company feels that utilization of

its far-flung distributing resources will provide 100 million man-hours of work per year.

Lewyt Corp.'s "Mobilization Plan for Appliance Distributors" is somewhat similar in that its 75 distributors, employing some 5,000 skilled and semi-skilled personnel and occupying about 5 million sq. ft. of floor space, could be enlisted as a potent addition to Lewyt's production capacity. Most of these distributors are equipped with machinery and electronic test equipment and employ the type of skilled service help ideal for sub-contracting work. Lewyt also envisions their role as expeditors and procurers of critical components.

**T**HOR Corp.'s "Packaging Defense Plan" is a little different. Here the company's 77 distributors, with 3.5 million feet of floor space available, would act as sub-contractors on packaging projects (medical kits, food rations, life rafts, etc.) Thor would be the prime contractor, the distributor the sub-contractor, and the project would result in a drastic cutting down on unnecessary movements and shipments of merchandise.

Still another plan, to be announced soon by Westinghouse, proposes the mobilization of distributors, dealers' and the company's home service personnel in the proper maintenance of electrical equipment in the home.

All these plans have praiseworthy motives—the addition to the labor force of tens of thousands of skilled and semi-skilled workers in the distributing trades; the utilization of millions of square feet of warehouse space to productive ends; the decentralization of war contracts to all points of the country; the enlistment of the knowledge of local business men in expediting the flow of critical raw materials and sources of labor supply; and the important provision for keeping economically intact the great distributing organizations. The plans have the support of the National Association of Electrical Distributors and, in our judgment, they deserve the support of every branch of the electrical industry.

*Laurence Wray*

EDITOR



## How to send a lioness out like a lamb

(with a wringer washer that knows when to stop)

I DON'T WANT A SALES TALK!  
I WANT A WASHER THAT WILL DO MY WASH  
FAST AND CLEAN, AND WON'T  
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FOR ALL THAT'S  
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## Here's a Range That's New...and NEWS\*!

**T**HERE'S PLENTY about Kelvinator's great Twin Oven range...top model of a brilliant, newly designed, complete range line for 1951... that's new. What's more important, there's plenty that's real NEWS!

It's NEWS that the big right-hand oven... a feature of every model from the lowest to the highest priced... is the largest oven of any standard size range—a big 5563 cubic inches! What's more, Kelvinator's fast preheating gets the temperature of that big oven up to 350° in less than five minutes!

It's NEWS that the new mammoth size oven has space enough to roast a 30-lb. turkey or to bake eight loaves of bread, four layers of cake or six pies at once, with no shifting of pans!

It's NEWS that Kelvinator brings amazing new heat-up speed to the broiler and surface units. Think of the prospect appeal of surface units so fast that they'll cook a scrambled egg in less than two minutes... of radiant broilers that take only 10 seconds to get red hot,

ready to broil!

It's NEWS that Kelvinator switches have "Colormatic" Control! Beautiful jeweled lights show 7 different heats in surface units—from super-fast for quick frying to low enough to melt chocolate without scorching!

It's NEWS that Kelvinator's famed "Automatic Cook" is easier to operate... easier to see. It brings automatic control not only to the oven... but to an appliance outlet that lets the customer operate coffee makers, electric toasters, and small radios automatically!

It's NEWS, too, that the suggested retail price on this great range is only \$389.95.

And to top it all, there's genuine news in the challenging new beauty and styling of these new Kelvinator ranges. From the lowest priced to the top of the line, they prove again that Kelvinator products are designed to attract customers. In styling and in cooking performance, they add new significance to the words...

GET MORE

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